

**ROP AND CLASSIFIED**

AD SIZE	OPEN		D		C		B		A	
	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY	DAILY
			MINIMUM 1 PAGE COMMITMENT/YEAR		MINIMUM 2 PAGE COMMITMENT/YEAR		MINIMUM 4 PAGE COMMITMENT/YEAR		MINIMUM 10 PAGE COMMITMENT/YEAR	
<b>DOUBLE</b>	\$41,926	\$27,827	\$38,237	\$25,378	\$37,566	\$24,933	\$35,889	\$23,820	\$33,541	\$22,262
<b>Full Page</b>	\$24,663	\$16,369	\$22,492	\$14,928	\$22,098	\$14,666	\$21,111	\$14,012	\$19,730	\$13,095
<b>Jr. Page</b>	\$17,264	\$11,458	\$15,745	\$10,449	\$15,468	\$10,266	\$14,778	\$9,808	\$13,811	\$9,166
<b>1/2 Page</b>	\$14,798	\$9,821	\$13,495	\$8,957	\$13,259	\$8,800	\$12,667	\$8,407	\$11,838	\$7,857
<b>1/4 Page</b>	\$8,631	\$5,729	\$7,872	\$5,225	\$7,734	\$5,133	\$7,388	\$4,904	\$6,905	\$4,583
<b>1/8 Page</b>	\$3,699	\$2,455	\$3,373	\$2,239	\$3,314	\$2,200	\$3,166	\$2,101	\$2,959	\$1,964
<b>A1 Strip</b>	\$6,590	\$4,426	\$6,010	\$4,037	\$5,905	\$3,966	\$5,641	\$3,789	\$5,272	\$3,541
<b>Section Front</b>	\$6,191	\$4,158	\$5,646	\$3,792	\$5,547	\$3,725	\$5,300	\$3,559	\$4,953	\$3,326
<b>4 Color</b>	\$4,219	\$3,375	\$3,848	\$3,078	\$3,780	\$3,024	\$3,611	\$2,889	\$3,375	\$2,700

**GENERAL INFORMATION**

- The St. Louis Post-Dispatch is published 7 days a week. All sections are broadsheet size unless otherwise noted.
- All ad unit rates presented are net and are per insertion. These rates and discounts may be used in all standard sections. Subject to change.
- All rates and publications of the St. Louis Post-Dispatch are subject to change without notice. An annual contract is required for all rate options except the OPEN rate.
- Please consult your account executive for more information including contract terms and provisions.
- Creative service charge will be added to all non-camera-ready ads.

**PICK-UP DISCOUNTS**

The following pick-up discounts may be applied to daily advertisements running within six (6) days of the first ad. Discounts do not apply to color. No copy or size changes. No discounts allowed on Sunday or Holidays.

INSERTION	FULL RUN
2ND	35%
3RD	50%
4TH-7TH	60%

**HOLIDAY PREMIUM**

Sunday rates apply for Thanksgiving Day and Christmas Day.