

(Effective March 16, 2009)



# The BIG Deal is BIGGER than ever!

The **BIG Deal** is the only full color advertising solution that combines three of the #1 advertising vehicles in St. Louis - The St. Louis Post-Dispatch (#1 Reach Medium), Local Values (#1 Shared Mail Program) and STLtoday.com (#1 St. Louis Website).

For less than a penny per household, you receive a full color ad targeted to 30,000 households in your immediate trade area. In addition, you'll also have the opportunity to place a coupon online for a month to extend the reach of your print ad.

No other advertising solution offers a deal this **BIG** for less.

**Call 314-340-8155 to place your ad today!**

**Distribution** 690,000 in the St. Louis Post-Dispatch and Local Values 30,000 per version, 23 versions available.

<b>Jefferson County</b> 63012 63019 63020 63028 63048 63050 63070	<b>West St. Charles</b> 63366 63367 63368	<b>Belleville</b> 62220 62221 62223 62226 S	<b>Madison County</b> 62234 62025 62034 62062	<b>Alton</b> 62002 62010 62024 62035	<b>Maryland Heights/Bridgeton</b> 63042 63043 63044 63074	<b>Chesterfield</b> 63005 63038 63017 63040	<b>Arnold</b> 63010 63052	<b>Kirkwood/Webster</b> 63122 63119	<b>Soulard/Tower Grove/Carondelet</b> 63116 63118 63111
<b>St. Charles</b> 63301 63303	<b>Warrenton/Wentzville</b> 63349 63379 63383 63385 63390	<b>Swansea/Fairview/O'Fallon</b> 62226 N, Mid 62269	<b>South St. Clair/Monroe County</b> 62236 62260 62206 62239 62240 62285 62243 62264	<b>Florissant</b> 63031 63033 63034	<b>Hazelwood</b> 63135 63114 63134	<b>Ballwin</b> 63011 63021, E, N, SE 63088	<b>Aftton</b> 63123 63125	<b>Ladue/Clayton/U City</b> 63132 63124 63130 63105	<b>St. Louis Hills/Clifton Heights</b> 63110 63139 63109
<b>St. Peters</b> 63304 63376						<b>Fenton</b> 63016 63026 63049 63051	<b>Creve Coeur</b> 63141 63131 63146		

Ad Sizes	Rates				Publication Dates		Deadlines	
	BY VERSION		FULL DISTRIBUTION		POST-DISPATCH	LOCAL VALUES	SPACE RESERVATION	CAMERA READY
	12x	Open	12x	Open				
<b>FULL PAGE</b> Build Size: 7.5" x 9.5"	<b>\$325</b>	<b>\$400</b>	<b>\$7,475</b>	<b>\$9,200</b>	05/18/09	05/19/09	04/27/09	04/29/09
<b>HALF PAGE</b> Build Size: 7.5" x 4.687"	<b>\$200</b>	<b>\$250</b>	<b>\$4,600</b>	<b>\$5,750</b>	06/15/09	06/16/09	05/22/09	05/27/09
<b>1/3 PAGE</b> Build Size: 7.5" x 3.125"	<b>\$150</b>	<b>\$200</b>	<b>\$3,450</b>	<b>\$4,600</b>	07/20/09	07/21/09	06/29/09	07/01/09
					08/17/09	08/18/09	07/27/09	07/29/09
					09/21/09	09/22/09	08/31/09	09/02/09
					10/19/09	10/20/09	09/28/09	09/30/09
					11/16/09	11/17/09	10/26/09	10/28/09
					12/14/09	12/15/09	11/23/09	11/25/09

3rd week of the month (except December)

Where your customers look before they buy.

Pub: ZN Product: LBIG Section: LZ  
\*All rates are net and are subject to change.