



Monday - Sunday in the Post-Dispatch, full distribution broadsheet section.

The Everyday content is a daily destination for the majority of consumers.

Color comics, advice columns and puzzles in the same place every day bundled together for our readers.

Limited Advertising Opportunities: **Only 2 advertising units per day.**

Front Strip Color Ad ABOVE the masthead (MON - SUN) and 1/2 page inside (MON - SAT) and full back page (SUN).

## Ad Dimensions

MON-SUN FRONT PAGE STRIP (COLOR)	MON-SAT HALF PAGE INSIDE (B/W)	SUNDAY ONLY BACK FULL PAGE (COLOR)
Build Size: <b>9.8889" x 2"</b>	Build Size: <b>9.8889" x 11"</b>	Build Size: <b>9.8889" x 22"</b>

## Deadlines

DAY OF PUBLICATION	FINAL SPACE RESERVATION	ADS WITH PROOFS	CORRECTED PROOFS	CAMERA DIGITAL READY
MON	FRI Noon	WED 5pm	FRI 5pm	FRI Noon
TUE/THU	FRI 5pm	THU 5pm	FRI 5pm	FRI 5pm
WED	MON Noon	FRI 5pm	MON 5pm	MON Noon
FRI	WED Noon	TUE 5pm	WED 5pm	WED Noon
SAT	TUE 5pm	MON 5pm	WED 5pm	THU Noon
SUN	TUE 5pm (12 days prior)	MON 5pm (13 days prior)	WED 5pm (11 days prior)	WED 5pm (11 days prior)