

STANDARDIZED SIZES. HIGHER VISIBILITY. MORE IMPACT. BETTER RESULTS.



Introducing Modular Ad Units.

Modular ad units on the newly designed pages of the St. Louis Post-Dispatch and Suburban Journals will help make your advertisement stand out and achieve better results.

Utilizing logical page portion – full, half, quarter, eighth, etc. – instead of inches will make planning and buying print advertising easier. An added benefit: complicated rate cards are history – pricing is now provided for each advertising unit.

Our intention is to provide similar standardized advertising units found in other media like magazines, online, television and radio. In addition, your advertisements will easily fit other newspapers that have adopted this strategy.

Inside you'll find thumbnails and dimensions of our 13 standard advertising units...and 33 ways to build these ads. Of course, we will continue to offer creative ad shapes. A few of the popular shapes and sizes are noted in this packet as well.

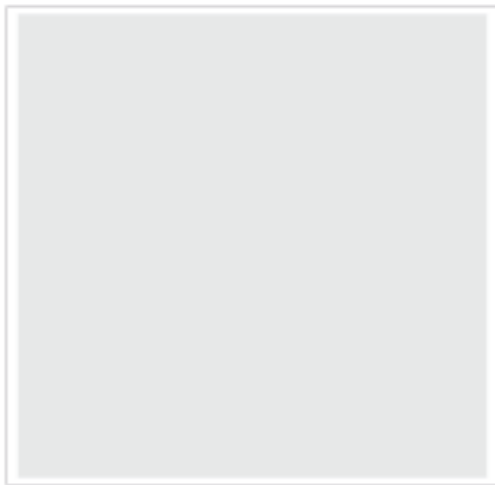
Where your customers
look before they buy.

ST. LOUIS POST-DISPATCH

JOURNALS

**Saint Louis
DIRECT**

STLtoday.com
The #1 St. Louis website



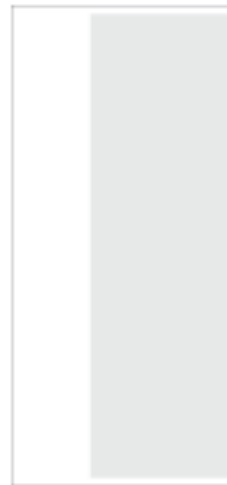
Double Truck
 BUILD SIZE: 20.875" x 22"
 SIZE ID: DT



Full Page
 BUILD SIZE: 9.8889" x 22"
 SIZE ID: FP



Jr. Page Horizontal
 BUILD SIZE: 9.8889" x 15"
 SIZE ID: 90



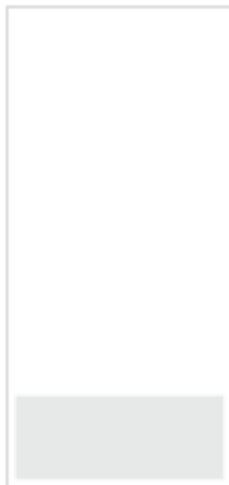
Jr. Page Vertical
 BUILD SIZE: 6.5556" x 22"
 SIZE ID: 88



1/2 Page Standard
 BUILD SIZE: 9.8889" x 11"
 SIZE ID: 66



Jr. 1/4 Page Standard
 BUILD SIZE: 6.5556" x 6"
 SIZE ID: 24



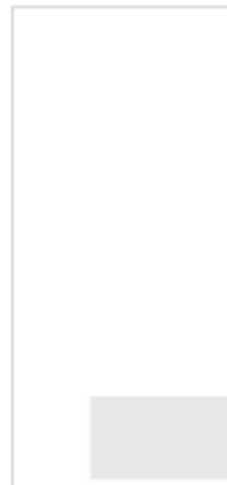
Jr. 1/4 Page Horizontal
 BUILD SIZE: 9.8889" x 4"
 SIZE ID: 25



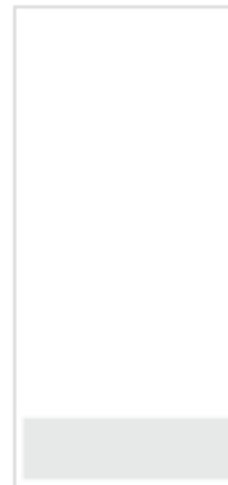
Jr. 1/4 Page Vertical
 BUILD SIZE: 4.8889" x 8"
 SIZE ID: 26



Jr. 1/4 Page Tall
 BUILD SIZE: 3.2222" x 11"
 SIZE ID: 22



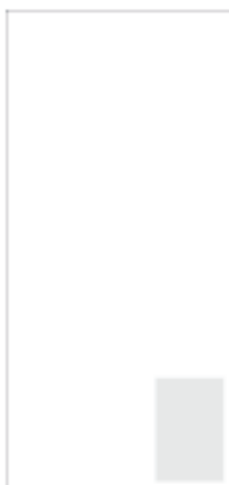
1/8 Page Standard
 BUILD SIZE: 6.5556" x 4"
 SIZE ID: 16



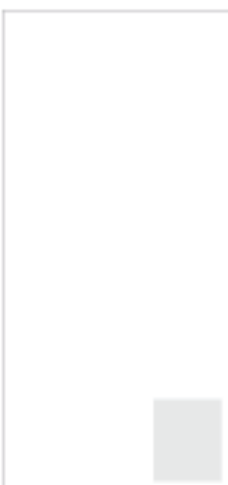
1/8 Page Horizontal
 BUILD SIZE: 9.8889" x 3"
 SIZE ID: 17



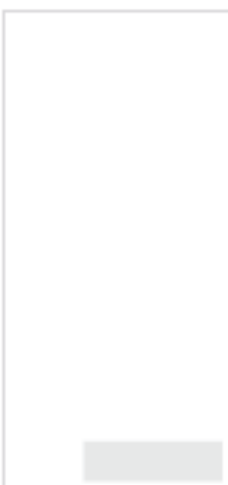
Jr. 1/8 Page Wide
 BUILD SIZE: 9.8889" x 2"
 SIZE ID: 15



10 Wood
 BUILD SIZE: 3.2222" x 5"
 SIZE ID: 10



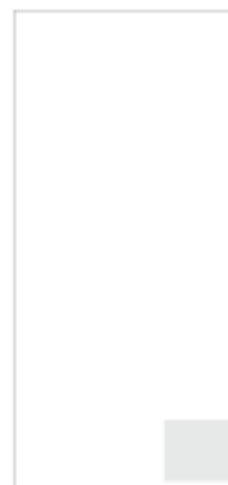
1/16 Page Standard
 BUILD SIZE: 3.2222" x 4"
 SIZE ID: 08



1/16 Page Horizontal
 BUILD SIZE: 6.5556" x 2"
 SIZE ID: 09



1/16 Page Vertical
 BUILD SIZE: 1.5556" x 8"
 SIZE ID: 07



Jr. 1/16 Page Standard
 BUILD SIZE: 3.2222" x 3"
 SIZE ID: 06

MODULAR SIZES



1/2 Page Vertical
BUILD SIZE: 4.8889" x 22"
SIZE ID: 67



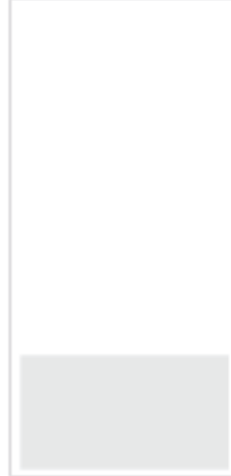
Jr. 1/2 Standard
BUILD SIZE: 6.5556" x 11"
SIZE ID: 44



Jr. 1/2 Vertical
BUILD SIZE: 3.2222" x 22"
SIZE ID: 45



1/4 Page Standard
BUILD SIZE: 4.8889" x 11"
SIZE ID: 33



1/4 Page Horizontal
BUILD SIZE: 9.8889" x 5.5"
SIZE ID: 34



1/4 Page Tall
BUILD SIZE: 3.2222" x 16"
SIZE ID: 35



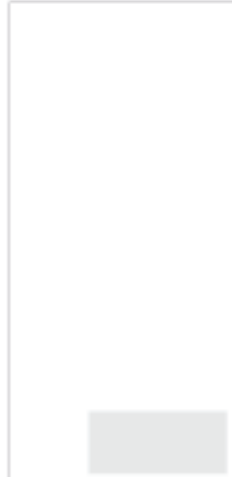
1/8 Page Vertical
BUILD SIZE: 4.8889" x 6"
SIZE ID: 18



1/8 Page Tall
BUILD SIZE: 3.2222" x 8"
SIZE ID: 19



Jr. 1/8 Page Standard
BUILD SIZE: 4.8889" x 4"
SIZE ID: 12



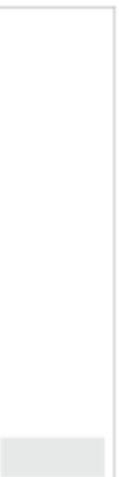
Jr. 1/8 Page Horizontal
BUILD SIZE: 6.5556" x 3"
SIZE ID: 13



Jr. 1/8 Page Vertical
BUILD SIZE: 3.2222" x 6"
SIZE ID: 14



Jr. 1/8 Page Tall
BUILD SIZE: 1.5556" x 11"
SIZE ID: 11



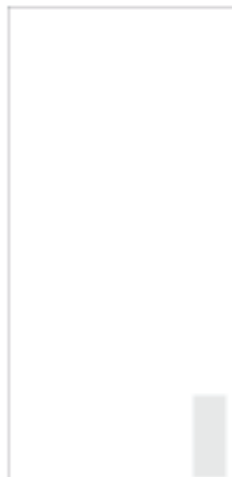
Jr. 1/16 Page Horizontal
BUILD SIZE: 4.8889" x 2"
SIZE ID: 05



Jr. 1/16 Page Vertical
BUILD SIZE: 1.5556" x 6"
SIZE ID: 03



1/32 Page Standard
BUILD SIZE: 3.2222" x 2"
SIZE ID: 04



1/32 Page Vertical
BUILD SIZE: 1.5556" x 4"
SIZE ID: 02



A1 Strip
BUILD SIZE: 9.8889" x 2"
SIZE ID: A1



Section Front
BUILD SIZE: 9.8889" x 2"
SIZE ID: SF

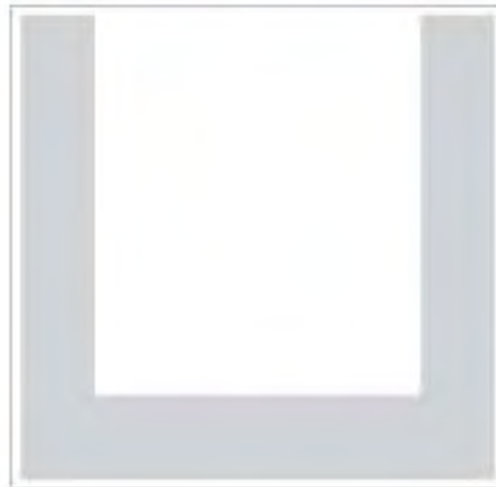
**Post-Dispatch
ONLY!**

MAKE AN IMPRESSION WITH THE ST. LOUIS POST-DISPATCH CREATIVE SHAPES PROGRAM.

The St. Louis Post-Dispatch Creative Shape program allows you to use unique, non-traditional shapes to present your message.

Guidelines for the Creative Shape program are:

- Ads may be purchased from a set menu of sizes (see diagrams to the right) or you can build a completely custom sized unit.
- Rates for Creative Shapes are billed as a combination of our preferred sizes or as total billable inches, at single insertion, or repeat ad program rates at the earned contract level. Add rate card color charges plus 25% premium.
- Creative Shape revenue counts toward investment level contracts.
- Color is charged at regular ratecard rates.
- Deadline for Creative Shapes is three business days before the regular published deadlines.
- Although many shapes lend themselves to page exclusivity, no guarantee of page exclusivity is implied by the purchase of a Creative Shape program unit.
- Creative Shapes are only available in broadsheet products.
- Creative Shapes must be approved by the St. Louis Post-Dispatch, Vice-President of Advertising.



Goalpost



Bottom Hugger



Fireplace



Fireplace Double



L-shape



T-shape



Triangle