

All rates are net and are subject to change without notice. Effective September 6, 2009

GENERAL INFORMATION

- The Suburban Journals are a weekly publication with 10 newspapers publishing every Wednesday and 4 publications on Sunday. All ROP 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 ROP sections.
- All rates and publications of the Suburban Journals 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.

CONTRACT LEVELS

Open	No contract/commitment required.
D	Minimum of one (1) full page in any combination of advertising units within 12 months.
C	Minimum of two (2) full pages in any combination of advertising units within 12 months.
B	Minimum of four (4) full pages in any combination of advertising units within 12 months.
A	Minimum of ten (10) full pages in any combination of advertising units within 12 months.
Zone	Market Power contracts require same paging commitments as full run. Ads may run in any Market Power or publication with one contract.

PICK-UP DISCOUNTS

The following pick-up discounts may be applied to full run ROP 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 Market Power or individual publications.

INSERTION	DISCOUNT	RESTRICTION
WEDNESDAY PAID	35%	PICK-UP FROM SUNDAY FREE ONLY .
SUNDAY PAID	35%	PICK-UP FROM WEDNESDAY PAID OR SUNDAY FREE .
SUNDAY FREE	50%	PICK-UP FROM WEDNESDAY PAID ONLY .

COLOR PREMIUM

Color may be added to an ROP advertisement. All color subject to availability. Color is limited in the Sunday free publication. To calculate the color charge of your advertisement, please increase the cost of each ad by 35%.

Maximum color charge is \$1,600.

PREMIUM POSITIONS

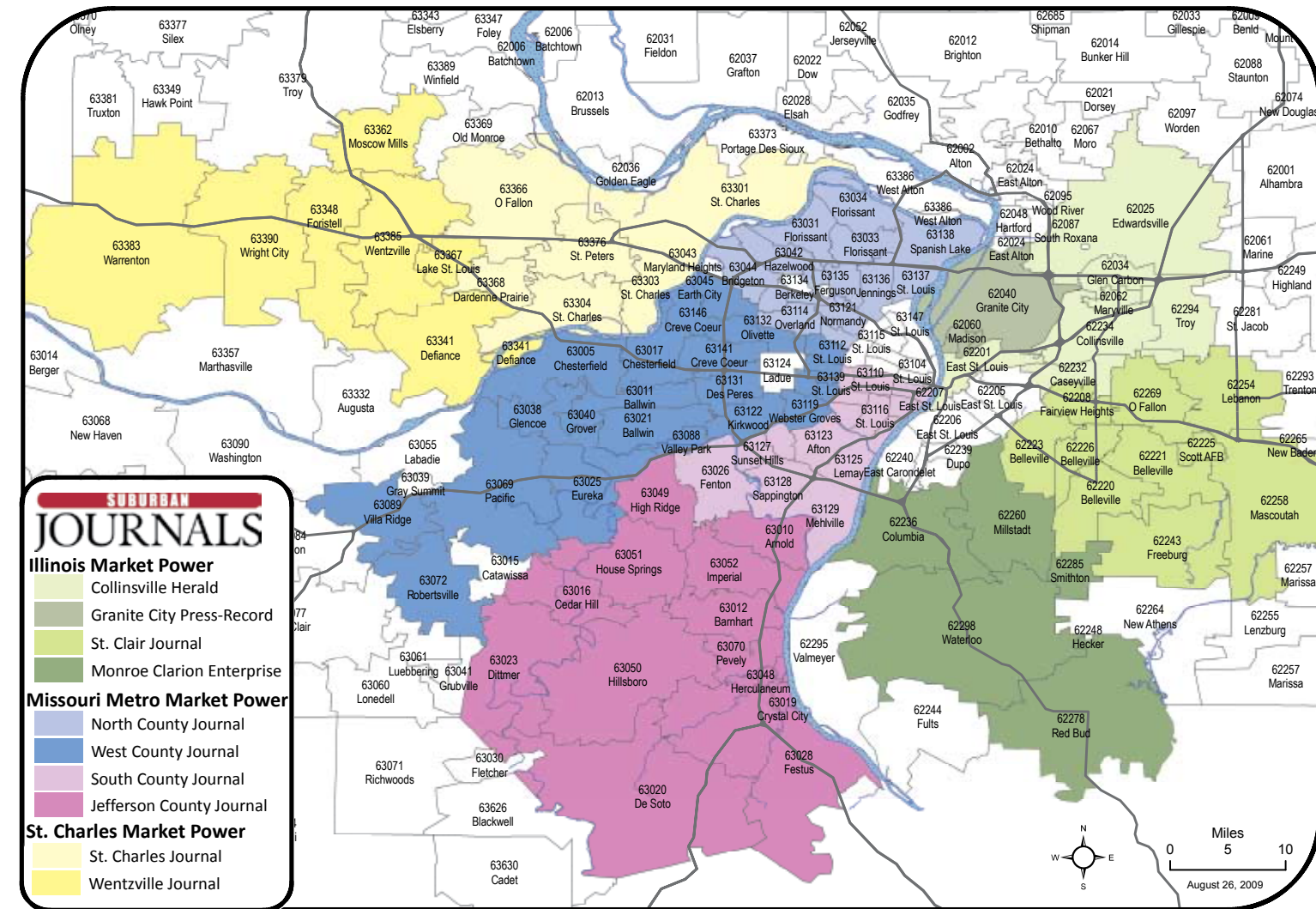
The Suburban Journals now accepts advertisements on the front of each section. These positions are available on a first come, first served basis. A minimum commitment of 13 contiguous weeks is required for each ad position.

ShopSTL

All ROP advertisements will be uploaded to ShopSTL on STLtoday.com. Please ask your account executive for details about this interactive advertising vehicle.

All rates are net. Effective September 6, 2009

GREATER ST. LOUIS AREA



What the Journals do best.

Each Suburban Journal serves a very different audience and fills a different role depending on competition, demographics, geography and community needs. Prep sports and a sharp focus on relevant local issues and interesting local people are central to all Journals, but each has its own specialties and unique flavor.

FULL RUN ADVERTISING

Your ad runs in all publications.

CONTRACT LEVEL	OPEN		D		C		B		A	
AD UNIT	Wednesday	Sunday	Wednesday	Sunday	Wednesday	Sunday	Wednesday	Sunday	Wednesday	Sunday
DOUBLE	n/a	n/a	n/a	n/a	n/a	n/a	\$12,773.16	\$3,041.01	\$11,110.36	\$2,647.62
Full Page	n/a	n/a	n/a	n/a	\$6,676.22	\$1,598.57	\$5,908.77	\$1,417.01	\$5,141.32	\$1,235.44
Jr. Page	\$7,001.80	\$1,675.60	\$5,083.18	\$1,221.69	\$4,559.92	\$1,097.89	\$4,036.66	\$974.10	\$3,513.40	\$850.30
1/2 Page	\$5,141.32	\$1,235.44	\$3,734.33	\$902.57	\$3,350.61	\$811.79	\$2,966.88	\$721.00	\$2,583.16	\$630.22
Jr. Half	\$3,435.88	\$831.96	\$2,497.89	\$610.05	\$2,242.07	\$549.52	\$1,986.26	\$489.00	\$1,730.44	\$428.48
1/4 Page	\$2,583.16	\$630.22	\$1,879.67	\$463.78	\$1,687.80	\$418.39	\$1,495.94	\$373.00	\$1,304.08	\$327.61
Jr. Quarter	\$1,885.48	\$465.16	\$1,373.85	\$344.12	\$1,234.31	\$311.10	\$1,094.78	\$278.09	\$955.24	\$245.08
1/8 Page	\$1,420.36	\$355.12	\$1,036.64	\$264.34	\$931.98	\$239.58	\$827.33	\$214.82	\$722.68	\$190.06
Jr. Eighth	\$955.24	\$245.08	\$699.42	\$184.56	\$629.66	\$168.05	\$559.89	\$151.55	\$490.12	\$135.04
10 Wood	\$800.20	\$208.40	\$587.02	\$157.97	\$528.88	\$144.21	\$470.74	\$130.46	\$412.60	\$116.70
1/16 Page	\$645.16	\$171.72	\$474.62	\$131.37	\$428.10	\$120.37	\$381.59	\$109.36	\$335.08	\$98.36
Jr. Sixteenth	\$490.12	\$135.04	\$362.21	\$104.78	\$327.33	\$96.53	\$292.44	\$88.27	\$257.56	\$80.02
1/32 Page	\$335.08	\$98.36	\$249.81	\$78.19	\$226.55	\$72.68	\$203.30	\$67.18	\$180.04	\$61.68

PREMIUM POSITIONS
Front Page Strip
Section Front
P L E A S E C A L L F O R A D V E R T I S I N G O P P O R T U N I T I E S

ILLINOIS MARKET POWER

62236 62260 62278 62285 62295 62298 62025 62034 62062 62201 62232 62234 62294 62040 62060 62090 62208 62220 62221 62223 62225 62226
62243 62254 62258 62269

CONTRACT LEVEL	OPEN		D		C		B		A	
AD UNIT	Wednesday	Sunday	Wednesday	Sunday	Wednesday	Sunday	Wednesday	Sunday	Wednesday	Sunday
DOUBLE	n/a	n/a	n/a	n/a	n/a	n/a	\$3,258.09	\$1,034.72	\$2,836.38	\$903.02
Full Page	n/a	n/a	n/a	n/a	\$1,711.83	\$551.81	\$1,517.19	\$491.03	\$1,322.56	\$430.24
Jr. Page	\$1,794.40	\$577.60	\$1,307.82	\$425.64	\$1,175.11	\$384.19	\$1,042.41	\$342.75	\$909.70	\$301.30
1/2 Page	\$1,322.56	\$430.24	\$965.73	\$318.80	\$868.41	\$288.41	\$771.10	\$258.01	\$673.78	\$227.62
Jr. Half	\$890.04	\$295.16	\$652.15	\$220.87	\$587.28	\$200.60	\$522.40	\$180.34	\$457.52	\$160.08
1/4 Page	\$673.78	\$227.62	\$495.37	\$171.90	\$446.71	\$156.70	\$398.05	\$141.51	\$349.39	\$126.31
Jr. Quarter	\$496.84	\$172.36	\$367.08	\$131.84	\$331.70	\$120.78	\$296.31	\$109.73	\$260.92	\$98.68
1/8 Page	\$378.88	\$135.52	\$281.56	\$105.13	\$255.02	\$96.84	\$228.48	\$88.55	\$201.94	\$80.26
Jr. Eighth	\$260.92	\$98.68	\$196.04	\$78.42	\$178.35	\$72.89	\$160.65	\$67.37	\$142.96	\$61.84
10 Wood	\$221.60	\$86.40	\$167.54	\$69.52	\$152.79	\$64.91	\$138.05	\$60.31	\$123.30	\$55.70
1/16 Page	\$182.28	\$74.12	\$139.03	\$60.61	\$127.23	\$56.93	\$115.44	\$53.24	\$103.64	\$49.56
Jr. Sixteenth	\$142.96	\$61.84	\$110.52	\$51.71	\$101.67	\$48.95	\$92.83	\$46.18	\$83.98	\$43.42
1/32 Page	\$103.64	\$49.56	\$82.01	\$42.81	\$76.12	\$40.96	\$70.22	\$39.12	\$64.32	\$37.28

PREMIUM POSITIONS
Front Page Strip
Section Front
P L E A S E C A L L F O R A D V E R T I S I N G O P P O R T U N I T I E S

ST. CHARLES MARKET POWER

63301 63303 63366 63368 63304 63376 63383 63390 63341 63348 63362 63367 63385

CONTRACT LEVEL	OPEN		D		C		B		A	
AD UNIT	Wednesday	Sunday	Wednesday	Sunday	Wednesday	Sunday	Wednesday	Sunday	Wednesday	Sunday
DOUBLE	n/a	n/a	n/a	n/a	n/a	n/a	\$4,392.79	\$2,481.88	\$3,823.08	\$2,161.42
Full Page	n/a	n/a	n/a	n/a	\$2,303.85	\$1,306.85	\$2,040.90	\$1,158.95	\$1,777.96	\$1,011.04
Jr. Page	\$2,415.40	\$1,369.60	\$1,758.04	\$999.84	\$1,578.76	\$898.99	\$1,399.48	\$798.15	\$1,220.20	\$697.30
1/2 Page	\$1,777.96	\$1,011.04	\$1,295.90	\$739.88	\$1,164.42	\$665.93	\$1,032.95	\$591.97	\$901.48	\$518.02
Jr. Half	\$1,193.64	\$682.36	\$872.26	\$501.59	\$784.62	\$452.28	\$696.97	\$402.98	\$609.32	\$353.68
1/4 Page	\$901.48	\$518.02	\$660.45	\$382.44	\$594.71	\$345.46	\$528.98	\$308.49	\$463.24	\$271.51
Jr. Quarter	\$662.44	\$383.56	\$487.14	\$284.96	\$439.34	\$258.06	\$391.53	\$231.17	\$343.72	\$204.28
1/8 Page	\$503.08	\$293.92	\$371.61	\$219.97	\$335.75	\$199.80	\$299.90	\$179.63	\$264.04	\$159.46
Jr. Eighth	\$343.72	\$204.28	\$256.07	\$154.98	\$232.17	\$141.53	\$208.26	\$128.09	\$184.36	\$114.64
10 Wood	\$290.60	\$174.40	\$217.56	\$133.32	\$197.64	\$122.11	\$177.72	\$110.91	\$157.80	\$99.70
1/16 Page	\$237.48	\$144.52	\$179.05	\$111.65	\$163.11	\$102.69	\$147.18	\$93.72	\$131.24	\$84.76
Jr. Sixteenth	\$184.36	\$114.64	\$140.54	\$89.99	\$128.58	\$83.27	\$116.63	\$76.54	\$104.68	\$69.82
1/32 Page	\$131.24	\$84.76	\$102.02	\$68.33	\$94.06	\$63.84	\$86.09	\$59.36	\$78.12	\$54.88

PREMIUM POSITIONS
Front Page Strip
Section Front
P L E A S E C A L L F O R A D V E R T I S I N G O P P O R T U N I T I E S

MISSOURI METRO MARKET POWER

63010 63012 63016 63019 63020 63023 63028 63048 63049 63050 63051 63052 63070 63043 63105 63117 63119 63122 63130 63131 63132 63141 63143 63144 63146
63044 63074 63114 63121 63133 63134 63137 63138 63031 63033 63034 63042 63135 63136 63026 63123 63125 63126 63127 63128 63129 63104 63109 63110 63111
63116 63118 63139 63005 63011 63017 63021 63025 63038 63040 63069 63072 63074 63088 63089

CONTRACT LEVEL	OPEN	D	C	B	A
AD UNIT	Wednesday	Wednesday	Wednesday	Wednesday	Wednesday
DOUBLE	n/a	n/a	n/a	\$7,086.48	\$6,165.42
Full Page	n/a	n/a	\$3,709.25	\$3,284.15	\$2,859.04
Jr. Page	\$3,889.60	\$2,826.84	\$2,536.99	\$2,247.15	\$1,957.30
1/2 Page	\$2,859.04	\$2,079.68	\$1,867.13	\$1,654.57	\$1,442.02
Jr. Half	\$1,914.36	\$1,394.79	\$1,253.08	\$1,111.38	\$969.68
1/4 Page	\$1,442.02	\$1,052.34	\$946.06	\$839.79	\$733.51
Jr. Quarter	\$1,055.56	\$772.16	\$694.86	\$617.57	\$540.28
1/8 Page	\$797.92	\$585.37	\$527.40	\$469.43	\$411.46
Jr. Eighth	\$540.28	\$398.58	\$359.93	\$321.29	\$282.64
10 Wood	\$454.40	\$336.32	\$304.11	\$271.91	\$239.70
1/16 Page	\$368.52	\$274.05	\$248.29	\$222.52	\$196.76
Jr. Sixteenth	\$282.64	\$211.79	\$192.47	\$173.14	\$153.82
1/32 Page	\$196.76	\$149.53	\$136.64	\$123.76	\$110.88

PREMIUM POSITIONS
Front Page Strip
Section Front
P L E A S E C A L L F O R A D V E R T I S I N G O P P O R T U N I T I E S