



the big screen

WINTER'S HEAVEN TO PRELUDE

THE RISING TIDE OF A NEW CHINA

So if series spinoff is a worthwhile trend...
The rising tide of a new China...

music&nightlife

Time for dance and romance

Art with a purpose...
A surefire Muni hit...

staying in

Gall's visit to a 'Mad' TV world

PHOTOGRAPH BY JEFFREY M. HARRIS FOR THE ST. LOUIS POST-DISPATCH

fuel

Dips, rolls and wraps served with flair

PHOTOGRAPH BY JEFFREY M. HARRIS FOR THE ST. LOUIS POST-DISPATCH

out&about

A surefire Muni hit

PHOTOGRAPH BY JEFFREY M. HARRIS FOR THE ST. LOUIS POST-DISPATCH

New look,
new name,
same **trusted**
entertainment source.

The new name in St. Louis
entertainment is **go!**

Every Friday, **go!** will help readers plan their leisure hours. From great restaurants to hot new nightspots to family entertainment and everything in between, **go!** is destined to become St. Louis' one-stop source for food and fun!

Produced in full-color, **go!** gives readers all the events for the week - including the latest movie content and reviews - in an organized, yet creative presentation.

Product Specs

COLOR:	Full Color Section	GRAPHICS:	CMYK	PHOTO RESOLUTION:	200+ DPI
FINISH SIZE:	10.5" x 11"	STOCK:	Newsprint	FILES:	PDF Format
LINE SCREEN:	100 LPI	LIVE AREA:	9.5" x 10"	AD FORMAT:	Modular

Deadlines

Space	Monday	5 p.m.
Corrected Proof	Tuesday	5 p.m.
Camera Ready	Tuesday	5 p.m.
Publication	Friday	

Insertion Rates (all rates include color)

Commitment	Full Page	Jr. Page	1/2 Page	1/4 Page	1/8 Page	1/16 Page
52x	\$4,800	\$4,320	\$2,625	\$1,388	\$750	\$413
26x	\$5,440	\$4,896	\$2,975	\$1,573	\$850	\$468
13x	\$6,400	\$5,760	\$3,500	\$1,850	\$1,000	\$550
Open	\$9,600	\$8,640	\$5,250	\$2,775	\$1,500	\$825

Please call for information about premium placement opportunities.

Ad Dimensions

	Full Page	Jr. Page	1/2 Vertical	1/2 Horizontal	1/4 Vertical	1/4 Horizontal	1/8 Vertical	1/8 Horizontal	1/16 Page
Build Size	9.423" x 9.743"	7.027" x 9.743"	4.631" x 9.743"	9.423" x 4.791"	2.236" x 9.743"	4.631" x 4.791"	2.236" x 4.791"	4.631" x 2.316"	2.236" x 2.316"
Order ID	1L	6L	2L	3L	7L	4L	8L	9L	0L

Where your customers look before they buy.

All rates are net and are subject to change.

Write zero charge in the color column (Color charges are included in the price)

Product: **GO** Section: **GO**

Write prcs on the order (got ads are full color)