

FULL RUN ADVERTISING

CONTRACT LEVEL	OPEN		D		C		B		A	
AD UNIT	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily	Sunday	Daily
DOUBLE	n/a	n/a	n/a	n/a	\$67,526.72	\$45,613.40	\$66,065.26	\$44,558.06	\$64,761.10	\$43,508.44
Full Page	n/a	n/a	\$32,409.88	\$21,828.76	\$31,179.64	\$21,065.80	\$30,505.12	\$20,578.72	\$29,903.20	\$20,094.28
Jr. Page	\$45,556.00	\$28,138.30	\$22,105.60	\$14,891.20	\$21,266.80	\$14,371.00	\$20,806.90	\$14,038.90	\$20,396.50	\$13,708.60
1/2 Page	\$33,414.40	\$20,641.42	\$16,217.44	\$10,926.88	\$15,602.32	\$10,545.40	\$15,265.06	\$10,301.86	\$14,964.10	\$10,059.64
Jr. Half	\$22,284.60	\$13,769.28	\$10,819.96	\$7,292.92	\$10,409.88	\$7,038.60	\$10,185.04	\$6,876.24	\$9,984.40	\$6,714.76
1/4 Page	\$16,719.70	\$10,333.21	\$8,121.22	\$5,475.94	\$7,813.66	\$5,285.20	\$7,645.03	\$5,163.43	\$7,494.55	\$5,042.32
Jr. Quarter	\$12,166.60	\$7,521.88	\$5,913.16	\$3,989.32	\$5,689.48	\$3,850.60	\$5,566.84	\$3,762.04	\$5,457.40	\$3,673.96
1/8 Page	\$9,131.20	\$5,647.66	\$4,441.12	\$2,998.24	\$4,273.36	\$2,894.20	\$4,181.38	\$2,827.78	\$4,099.30	\$2,761.72
Jr. Eighth	\$6,095.80	\$3,773.44	\$2,969.08	\$2,007.16	\$2,857.24	\$1,937.80	\$2,795.92	\$1,893.52	\$2,741.20	\$1,849.48
10 Wood	\$5,084.00	\$3,148.70	\$2,478.40	\$1,676.80	\$2,385.20	\$1,619.00	\$2,334.10	\$1,582.10	\$2,288.50	\$1,545.40
1/16 Page	\$4,072.20	\$2,523.96	\$1,987.72	\$1,346.44	\$1,913.16	\$1,300.20	\$1,872.28	\$1,270.68	\$1,835.80	\$1,241.32
Jr. Sixteenth	\$3,060.40	\$1,899.22	\$1,497.04	\$1,016.08	\$1,441.12	\$981.40	\$1,410.46	\$959.26	\$1,383.10	\$937.24
1/32 Page	\$2,048.60	\$1,274.48	\$1,006.36	\$685.72	\$969.08	\$662.60	\$948.64	\$647.84	\$930.40	\$633.16

PREMIUM POSITIONS

PLEASE CALL YOUR ACCOUNT EXECUTIVE FOR RATES & TERMS

A1 Strip

Section Front

METRO ST. LOUIS ZONE

ST. CHARLES or ILLINOIS ZONE

CONTRACT LEVEL	OPEN	D	C	B	A	OPEN	D	C	B	A
AD UNIT	<i>Metro St. Louis, St. Charles and Illinois advertising zones are available on Monday, Thursday and Friday.</i>									
DOUBLE	n/a	n/a	\$31,936.88	\$31,199.00	\$30,463.98	n/a	n/a	\$7,546.80	\$7,372.34	\$7,200.74
Full Page	n/a	\$15,288.16	\$14,753.56	\$14,413.00	\$14,073.76	n/a	\$3,622.00	\$3,496.60	\$3,416.08	\$3,336.88
Jr. Page	\$19,704.40	\$10,431.70	\$10,067.20	\$9,835.00	\$9,603.70	\$4,636.60	\$2,477.50	\$2,392.00	\$2,337.10	\$2,283.10
1/2 Page	\$14,456.56	\$7,656.58	\$7,389.28	\$7,219.00	\$7,049.38	\$3,406.84	\$1,823.50	\$1,760.80	\$1,720.54	\$1,680.94
Jr. Half	\$9,646.04	\$5,112.72	\$4,934.52	\$4,821.00	\$4,707.92	\$2,279.56	\$1,224.00	\$1,182.20	\$1,155.36	\$1,128.96
1/4 Page	\$7,240.78	\$3,840.79	\$3,707.14	\$3,622.00	\$3,537.19	\$1,715.92	\$924.25	\$892.90	\$872.77	\$852.97
Jr. Quarter	\$5,272.84	\$2,800.12	\$2,702.92	\$2,641.00	\$2,579.32	\$1,254.76	\$679.00	\$656.20	\$641.56	\$627.16
1/8 Page	\$3,960.88	\$2,106.34	\$2,033.44	\$1,987.00	\$1,940.74	\$947.32	\$515.50	\$498.40	\$487.42	\$476.62
Jr. Eighth	\$2,648.92	\$1,412.56	\$1,363.96	\$1,333.00	\$1,302.16	\$639.88	\$352.00	\$340.60	\$333.28	\$326.08
10 Wood	\$2,211.60	\$1,181.30	\$1,140.80	\$1,115.00	\$1,089.30	\$537.40	\$297.50	\$288.00	\$281.90	\$275.90
1/16 Page	\$1,774.28	\$950.04	\$917.64	\$897.00	\$876.44	\$434.92	\$243.00	\$235.40	\$230.52	\$225.72
Jr. Sixteenth	\$1,336.96	\$718.78	\$694.48	\$679.00	\$663.58	\$332.44	\$188.50	\$182.80	\$179.14	\$175.54
1/32 Page	\$899.64	\$487.52	\$471.32	\$461.00	\$450.72	\$229.96	\$134.00	\$130.20	\$127.76	\$125.36

NORTH/WEST ZONE

SOUTH/JEFFERSON ZONE

CONTRACT LEVEL	OPEN	D	C	B	A	OPEN	D	C	B	A
AD UNIT	<i>The North/West and South/Jefferson advertising zones are available on Friday only.</i>									
DOUBLE	n/a	n/a	\$22,590.40	\$22,069.88	\$21,549.36	n/a	n/a	\$12,563.24	\$12,271.52	\$11,982.66
Full Page	n/a	\$10,817.32	\$10,439.80	\$10,199.56	\$9,959.32	n/a	\$6,020.44	\$5,811.88	\$5,677.24	\$5,543.92
Jr. Page	\$13,940.80	\$7,383.40	\$7,126.00	\$6,962.20	\$6,798.40	\$7,756.00	\$4,112.80	\$3,970.60	\$3,878.80	\$3,787.90
1/2 Page	\$10,229.92	\$5,421.16	\$5,232.40	\$5,112.28	\$4,992.16	\$5,694.40	\$3,022.72	\$2,918.44	\$2,851.12	\$2,784.46
Jr. Half	\$6,828.28	\$3,622.44	\$3,496.60	\$3,416.52	\$3,336.44	\$3,804.60	\$2,023.48	\$1,953.96	\$1,909.08	\$1,864.64
1/4 Page	\$5,127.46	\$2,723.08	\$2,628.70	\$2,568.64	\$2,508.58	\$2,859.70	\$1,523.86	\$1,471.72	\$1,438.06	\$1,404.73
Jr. Quarter	\$3,735.88	\$1,987.24	\$1,918.60	\$1,874.92	\$1,831.24	\$2,086.60	\$1,115.08	\$1,077.16	\$1,052.68	\$1,028.44
1/8 Page	\$2,808.16	\$1,496.68	\$1,445.20	\$1,412.44	\$1,379.68	\$1,571.20	\$842.56	\$814.12	\$795.76	\$777.58
Jr. Eighth	\$1,880.44	\$1,006.12	\$971.80	\$949.96	\$928.12	\$1,055.80	\$570.04	\$551.08	\$538.84	\$526.72
10 Wood	\$1,571.20	\$842.60	\$814.00	\$795.80	\$777.60	\$884.00	\$479.20	\$463.40	\$453.20	\$443.10
1/16 Page	\$1,261.96	\$679.08	\$656.20	\$641.64	\$627.08	\$712.20	\$388.36	\$375.72	\$367.56	\$359.48
Jr. Sixteenth	\$952.72	\$515.56	\$498.40	\$487.48	\$476.56	\$540.40	\$297.52	\$288.04	\$281.92	\$275.86
1/32 Page	\$643.48	\$352.04	\$340.60	\$333.32	\$326.04	\$368.60	\$206.68	\$200.36	\$196.28	\$192.24

Where your customers look before they buy.

GENERAL INFORMATION

- The St. Louis Post-Dispatch is published 7 days a week. 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.
- The A1 Strip and Section Front rates include all premium and color charges. All rates and publications of the St. Louis Post-Dispatch 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	Zone contracts require same paging commitments as full run. Ads may run in any zone with one contract.

PICK-UP DISCOUNTS

The following pick-up discounts may be applied to daily 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 Sunday or Holidays.

INSERTION	FULL RUN	ZONE
2ND	35%	25%
3RD	50%	40%
4TH-7TH	60%	N/A

COLOR PREMIUM

Color may be added to an ROP advertisement at the following rates. All color subject to availability. To calculate the color charge of your advertisement, please increase the cost of each ad unit as follows:

DAILY	35%
SUNDAY/HOLIDAY	45%

Maximum color charge is \$3,600 daily and \$4,500 Sunday and Holidays.

HOLIDAY PREMIUM

Sunday rates apply for Thanksgiving Day, Thanksgiving/Black Friday and Christmas Day.

PREMIUM POSITIONS

The St. Louis Post-Dispatch now accepts advertisements on the front of each section. The rates quoted include all color and placement charges. 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.

FRIDAY go!

Our Friday **go!** entertainment section is considered a specialty product. Please refer to a separate rate document for advertising rates and sizes.