



# WE'VE GOT NEWS FOR YOU

## 2016 Advertising Rates & Services Guide

### MULTI-MEDIA ADVERTISING EXECUTIVES:

Mendy Smith  
[mendy.smith@dsjnow.com](mailto:mendy.smith@dsjnow.com)

Luke LoChiano  
[luke.lochiano@dsjnow.com](mailto:luke.lochiano@dsjnow.com)

Kevin Quinn  
[kevin.quinn@dsjnow.com](mailto:kevin.quinn@dsjnow.com)

## The Daily Star-Journal



135 E. Market Street  
PO Box 68  
Warrensburg, MO 64093

**660-747-8123**  
[www.dsjnow.com](http://www.dsjnow.com)

**DSJ**  
**NOW**.com







# The Daily Star-Journal

135 E. Market Street

PO Box 68

Warrensburg, MO 64093

660-747-8123



**Published Tuesday, Thursday & Saturday**  
**Circulation 4,000**

**The Daily Star-Journal's**  
**Total Market Coverage Shopper:**



Star Advertiser shopper is mailed weekly by the U.S. Post Office to over 18,000 homes in Johnson County in west central Missouri.

**The Daily Star-Journal publishes many themed special sections throughout the year.**

Ask your account executive for details.

**(660) 747-8123**

**Fax: (660) 747-8741**

Advertising Rate Card effective January 1, 2016

## PERSONNEL

Publisher ..... Joe Warren  
Advertising Director ..... Joani Ditttrich  
Office Manager ..... Darlene Young  
Editor ..... Jack "Miles" Ventimiglia  
Advertising Account Executive..... Luke LoChiano  
Advertising Account Executive..... Kevin Quinn  
Advertising Account Executive..... Mendy Smith

## POLICIES

A. The Daily Star-Journal reserves the right to edit, alter or reject any advertising deemed offensive to our readers or suspected of being illegal, immoral or unethical.

B. The Daily Star-Journal is not liable for errors, unless proof of advertisement is submitted to advertiser or his agent and returned to the office of the publisher with errors or corrections plainly marked thereon, and in such case if any errors so noted are not corrected by the publisher, the liability of the publisher will not exceed the cost of the space actually occupied by the item in which the error or errors occur. To furnish proofs on advertising copy, The Daily Star-Journal requests the copy prior to the specified deadlines for the insertion date requested.

C. Placement of ads in the newspaper is at the option of the publisher. We will try to honor position requests whenever possible.

D. Advertising set to resemble news matter must carry the word "Advertisement" at the top. The Daily Star-Journal news type cannot be used in advertising copy.

E. All advertising is payable in advance unless the advertiser shall have first established credit with the publisher. Credit application is required.

F. Six Holidays Observed are: New Year's Day, Memorial Day, 4th of July, Labor Day, Thanksgiving and Christmas.

## ADVERTISING DEADLINES

### Retail and Classified display deadlines:

#### Publication Day

#### Space & Copy Deadline

Tuesday Daily Star-Journal .....	1:00 pm Friday
Wednesday Star Advertiser .....	1:00 pm Wednesday
Thursday Daily Star-Journal.....	1:00 pm Tuesday
Saturday Daily Star-Journal .....	1:00 pm Thursday

### **Classified (word ads)**

#### Publication Day

#### Copy Deadline

Tuesday Daily Star-Journal .....	1:00 pm Monday
Wednesday Star Advertiser .....	10:00 am Monday
Thursday Daily Star-Journal .....	1:00 pm Wednesday
Saturday Daily Star-Journal .....	1:00 pm Friday

## COMMISSIONS AND CASH DISCOUNTS

All advertising rates shown are non-commissionable.  
No cash discounts are allowed and all rates are net.

[www.dslnow.com](http://www.dslnow.com)

## MECHANICAL SPECIFICATIONS

Standard Size - Retail Advertising		Standard Size - Classified Advertising		Modular Tabloid Sizes - Special	
6 column, depth - 20"		6 column, depth - 20"		Page depth - 10"	
1 Col. ....	1.610"	1 Col. ....	1.610"	1/16 Page .....	4.805" x 1.2"
2 Col. ....	3.340"	2 Col. ....	3.340"	1/8 Page - H .....	4.805" x 2.45"
3 Col. ....	5.063"	3 Col. ....	5.063"	1/8 Page - V .....	2.340" x 4.95"
4 Col. ....	6.792"	4 Col. ....	6.792"	1/4 Page .....	4.805" x 4.95"
5 Col. ....	8.521"	5 Col. ....	8.521"	1/2 Page - H .....	9.735" x 4.95"
6 Col. ....	10.25"	6 Col. ....	10.25"	1/2 Page - V .....	4.805" x 10.0"
				Full Page .....	9.735" x 10.0"

## DAILY STAR JOURNAL - DISPLAY ADVERTISING RATES - PER COLUMN INCH

Annual Agreement	Daily ROP	Daily Classified	Star Advertiser Pickup Rate	DSJ Weekly Frequency Annual Agreement	Daily ROP	Daily Classified	Star Advertiser Pickup Rate
Open	\$ 14.00	\$ 15.40	\$ 7.20	Open	\$ 14.00	\$ 15.40	\$ 7.20
\$ 1,000	\$ 11.00	\$ 11.55	\$ 6.20	1-Inch Ad	\$ 11.00	\$ 12.10	\$ 6.20
\$ 2,500	\$ 10.00	\$ 9.65	\$ 6.20	2-Inch Ad	\$ 10.00	\$ 11.00	\$ 6.20
\$ 5,000	\$ 9.00	\$ 9.10	\$ 6.20	6-Inch Ad	\$ 9.00	\$ 9.90	\$ 6.20
\$ 10,000	\$ 8.00	\$ 8.80	\$ 5.20	18-Inch Ad	\$ 8.00	\$ 8.80	\$ 5.20
\$ 15,000	\$ 7.00	\$ 7.70	\$ 5.20	30-Inch Ad	\$ 7.00	\$ 7.70	\$ 5.20
\$ 20,000	\$ 6.50	\$ 7.15	\$ 5.20	60-Inch Ad	\$ 6.50	\$ 7.15	\$ 5.20
\$ 25,000	\$ 6.00	\$ 6.60	\$ 5.20	90-Inch Ad	\$ 5.50	\$ 6.05	\$ 5.20
\$ 30,000	\$ 5.50	\$ 6.05	\$ 5.20	120-Inch Ad	\$ 5.00	\$ 5.50	\$ 5.20
			* Front Pg. +40%	* 6 mo. package - add \$.50 pci; 3 - mo. package - add \$1.00 pci			* Front Pg. +40%

## STAR ADVERTISER - DISPLAY ADVERTISING RATES - PER COLUMN INCH

Star Advertiser Frequency Agreement	PCI
Open	\$ 20.00
6x	\$ 16.00
13x	\$ 13.00
26x	\$ 10.00
52x	\$ 8.00
	* Front Pg. +40%



### COVERAGE:

Your message is distributed to over 22,000 homes when you advertise in both The Daily Star-Journal and Star Advertiser.

This provides coverage of Warrensburg and throughout Johnson County, which includes Whiteman Air Force Base and the University of Central Missouri.

### DAILY STAR-JOURNAL FLIGHT PLAN

Same ad repeated within 6 days of original ad publication.

Day 1 ..... Regular Rate  
Day 2 ..... 25% Off  
Day 3 ..... 30% Off

### COLOR

In a recent readership study by the Newspaper Association of America readers said they were 60% more likely to read through an entire full color ad versus an ad that used black as its dominant color.

1 Color ..... \$100.00  
Full Color ..... \$150.00

### GUARANTEED POSITION

Guaranteed position reservation and paper configuration may affect position availability.

**Page Placement.....20% Premium when available**



AUCTION ADVERTISING

Your auction advertising message is distributed to over 22,000 homes as your advertisement is published in both the Daily Star-Journal and Star Advertiser. This provides coverage of Warrensburg and throughout the Johnson County trade area.

Open Rate ..... \$ 9.41 pci  
Repeat Rate in Daily Star-Journal..... \$ 8.00 pci

CHURCH AND CIVIC ORGANIZATIONS

Daily Star-Journal ROP Display ..... \$8.00 pci  
Daily Star-Journal Classified Display ..... \$8.80 pci  
Star Advertiser Pickup Ad ..... \$5.20 pci

“LIVING 50 PLUS”

Publishes the last Thursday of each month in The Daily Star-Journal.  
Discounted rates available with an annual agreement.  
Contact your account executive for more details.

PREPRINTED INSERTS

COST PER THOUSAND		
Single Sheet / 4 Tab	2 Broadsheet.....	\$ 65.00
6 - 8 Tab	4 Broadsheet.....	\$ 71.00
10 - 16 Tab	6 - 8 Broadsheet.....	\$ 74.00
18 - 24 Tab	10 - 12 Broadsheet.....	\$ 83.00
26 - 38 Tab	14 - 19 Broadsheet.....	\$ 92.00
40 Tab & Over	20 Broadsheet & Over.....	\$100.00



- All preprints should be delivered to:  
**NPG PRINTING,**  
**1301 S. 58th St., St. Joseph, MO 64507**
  - Preprints may be scheduled for any day. Contact an Account Executive for updated quantities and also zoning capabilities for the Star Advertiser.
  - Deadline for scheduling or cancelling preprints is 10 days prior to date of publication.
- Delivery deadline is 5 days prior to insertion date.
  - All inserts must be shipped prepaid.
  - Preprint schedules count toward contract fulfillment.
  - Receiving dock is open Monday through Friday:  
7am to 3pm and 8pm to 11pm
  - Maximum folded size of inserts is 11.0" x 10.0".
  - Minimum size of inserts is 5.5" x 8.5".

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