



St. Joseph News-Press | News-Press**NOW**.com

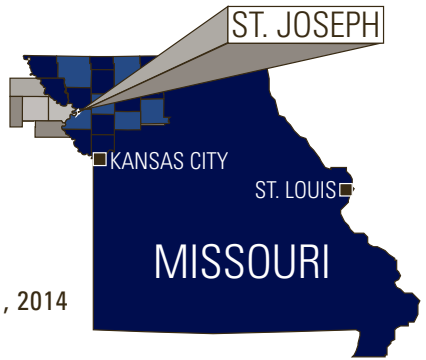
Every moment. Every day. Every way.

2014 General Rate Card



St. Joseph News-Press

PO BOX 29 - 825 EDMOND ST. - ST. JOSEPH, MISSOURI 64501
 1.800.779.6397 - 816.271.8500 - FAX 816.271.8696 • newspressnow.com



GENERAL ADVERTISING RATES Effective FEBRUARY 1, 2014

PERSONNEL

EDITOR AND PUBLISHER
DAVID BRADLEY
 (816) 271-8502
david.bradley@newspressnow.com

GENERAL MANAGER
LEE SAWYER
 (816) 271-8601
lee.sawyer@newspressnow.com

NATIONAL ADVERTISING MANAGER
SUSAN WHITE
 (816) 271-8513
susan.white@newspressnow.com

RETAIL ADVERTISING MANAGER
TONY LUKE
 (816) 271-8636
tony.luke@newspressnow.com

POSITION CHARGE

Additional 35% per column inch to the established rate.

BULK SPACE CONTRACT RATES

12 Month Advertising Volume

Col. Inch Levels	Sunday	Daily Mon.-Sat.	Daily Pick-up
250	\$54.97	\$52.78	\$29.03
500	\$54.36	\$52.26	\$28.75
750	\$53.81	\$51.74	\$28.46
1200	\$52.67	\$50.67	\$27.86
1600	\$51.00	\$48.99	\$26.94
3200	\$49.83	\$47.91	\$26.35
6500	\$48.71	\$46.78	\$25.73
9000	\$47.63	\$45.70	\$25.13
12500	\$46.46	\$44.87	\$24.68
18000	\$44.72	\$43.04	\$23.67
25000	\$42.49	\$40.90	\$22.50
30000	\$40.19	\$38.75	\$21.31
35000	\$36.87	\$35.37	\$19.46

CAP RATES (Per column inch)

For advertisements containing two or more dealer listings.

Daily (Monday - Saturday)	\$45.76
Daily Pick-Up Rate**	\$29.75
Sunday	\$50.56

- Contract rates available with signed contract in advance of published schedule; otherwise, open rates apply regardless of annual volume.
- Any unfulfilled contracts will be short rated to the nearest rate level actually earned.
- Any lower rate level earned will apply only for the additional space over and above contracted space.
- Pick-up rate applies to additional insertions of the same ad (no copy changes) within six days of the initial insertion. Pick-up ads must be ordered at the same time as the initial insertion. Sundays are excluded from pick-up.
- One-half of pick-up lineage counts toward contract fulfillment.

REPRESENTATIVES

Missouri Press Association

COMMISSION

15% commission on National advertising to recognized Advertising Agencies.

POLICY ALL CLASSIFICATIONS

60-day written notice given on any rate revision. Alcoholic beverage advertising accepted. NOTE: Rates based on 6-column format.

BLACK & WHITE RATES (Per column inch)

Daily (Monday - Saturday)	\$57.19
Daily Pick-Up Rate**	\$37.17
Sunday	\$63.20

**Pick-up rate applies to additional insertions of the same ad (no copy changes) within six days of the initial insertion. Pick-up ads must be ordered at the same time as the initial insertion. Sundays are excluded from pick-up

COLOR RATES AND DATA

Up To Full Page (120")

	Single Issue	Pick-up Rate**
Spot Color	\$285	\$185.25
Full Colors	\$505	\$328.25

A double truck is billed as a single page plus a pick-up. Deadline is 24 hours in advance of the regular deadline. Available daily and Sunday.

SPLIT RUN — PREPRINT

The additional charge for a split run in a single issue is \$300. Preprints will be altered per bundle by machine unless received already prepared for insertion.

SPECIAL DAYS/PAGES/FEATURES

Automotive	Saturday
Best Food Day	Wednesday
Business/Financial	Tuesday thru Sunday
Employment	Sunday and Wednesday
Entertainment	Friday
Health	Tuesday

SPECIAL SECTIONS AND EDITIONS

Wedding Planner	January
Progress Edition	March
Readers Choice	July
Football	August/September
Josephine Magazine	Monthly

R.O.P. DEPTH REQUIREMENTS

Advertising exceeding 18 inches deep per column will be charged the full column depth of 20 inches.

CONTRACT AND COPY REQUIREMENTS

The right is reserved to reject any copy or illustrations. The advertiser and/or agency shall designate the width in columns and exact depth in inches. The *News-Press* will publish and bill the advertisement in exact space ordered. Measurements is from cut-off rule to cut-off rule. The Publisher reserves the right to change the rates of contracts on 60 days written notice, in which event the advertiser may readjust his schedule without penalty if he desires. Advertisements accepted for the first page. Call for specific details. The receipt of orders shall be constructed by the Publisher as acceptance of all the conditions of the current rate card.

CLOSING TIMES

The deadline for placing advertising is three working days prior to the date of publication. Sunday Diem section is 5 days in advance.

ST. JOSEPH NEWS-PRESS DEADLINES

PUBLICATION	COPY DUE		
	Proof	No Proof	Proof Back
MONDAY NEWS-PRESS	Thursday 5:00 p.m.	Thursday 5:00 p.m.	Friday 4:00 p.m.
TUESDAY NEWS-PRESS	Friday 5:00 p.m.	Friday 5:00 p.m.	Monday 4:00 p.m.
WEDNESDAY NEWS-PRESS	Friday 5:00 p.m.	Monday 5:00 p.m.	Tuesday 4:00 p.m.
THURSDAY NEWS-PRESS	Monday 5:00 p.m.	Tuesday 5:00 p.m.	Wednesday 4:00 p.m.
FRIDAY NEWS-PRESS	Tuesday 5:00 p.m.	Wednesday 5:00 p.m.	Thursday 4:00 p.m.
ST. JOE LIVE	Tuesday 5:00 p.m.	Wednesday 12 Noon	Thursday 4:00 p.m.
SATURDAY NEWS-PRESS	Wednesday 5:00 p.m.	Thursday 11:00 a.m.	Friday 11:00 a.m.
AUTOS & MORE	Wednesday 5:00 p.m.	Thursday 11:00 p.m.	Thursday 5:00 p.m.
SUNDAY NEWS-PRESS	Wednesday 5:00 p.m.	Thursday 5:00 p.m.	Friday 4:00 p.m.
DIEM	Tuesday 4:00 p.m.	Tuesday 4:00 p.m.	Wednesday 4:00 p.m.

MECHANICAL MEASUREMENTS

REGULAR BROADSHEET & CLASSIFIED

1 Col	(1.610")	9p8
2 Col	(3.340")	20p
3 Col	(5.063")	30p5
4 Col	(6.792")	40p9
5 Col	(8.521")	51p2
6 Col	(10.25")	61p6
Full Pg	(10.25")	61p6 x 20"
Double Truck	(21.25")	127p6 x 20"

(R.O.P. COLOR - SAME AS BLACK AND WHITE)

MATERIALS

We accept: email; PDF's; AP AdSend: web-based services such as Media Passage; FTP (call your sales rep. for information).

Address for materials:

National Advertising Manager E-mail address: susan.white@newspressnow.com
St. Joseph News-Press Ad Send Code#: MOSTN
825 Edmond Street
St. Joseph, Missouri 64501

SPECIAL CLASSIFICATION/RATES

- **Political:** Political ads are charged at the general rate and must be paid for in advance.
- **Position Charges:** Specified page or next to reading material will be charged an additional 35% per column inch. Minimum size for position requested is 4 column inches. Position advertising that is misplaced is charged the regular price for position used.

GENERATE INSTANT TRAFFIC WITH FRONT PAGE POWER NOTES

Placed on the front page of the *News-Press*!
HIGH VISIBILITY • IMMEDIATE IMPACT
Call 816-271-8513 for details.



CLASSIFIED RATES

6 column x 20 inch page	9p8 pica column
Set Solid	(7.5 pt. on 8.5 pt. slug)
3-Line Minimum	\$7.17 per line
Recruitment	\$154.66 per column inch

MAGAZINE

JOSEPHINE:

A publication of the *St. Joseph News-Press* with a focus on interest for women. Josephine is published on the last Tuesday of every month as part of the *St. Joseph News-Press*. Josephine is magazine size with modular ad sizes. Call for information pertaining to ad sizes, cost and deadlines.

CIRCULATION (Total Core Dist.)

Daily: 24,240 Sunday: 27,673 TMC: 27,863
Per copy Daily \$0.75 Saturday \$0.75 Sunday \$1.50

(Source: ABC Publishers Statement 3/31/13)

St. Joseph News, Established 1876; Press, 1879; Gazette, 1845; News-Press/Gazette, 1982, *St. Joseph News-Press*, 1992; News Services: Associated Press, Charter Members A.C. B. ; Members A.N.P.A., I.N.A.M.E., Inland Daily Press Assn., Midwest N.A.E.A., I.N.P.A., A.N.C.A., and Midwest C.M.A.

News-PressNOW.com

WELL OVER 2,000,000 PAGE VIEWS PER MONTH!

newspressnow.com is an established branded extension of the *St. Joseph News-Press* and is where younger, higher educated and affluent local consumers go to find the days top headlines, sports, entertainment and local information.



For information contact:

Susan White, National Advertising Manager
susan.white@newspressnow.com
(816) 271-8513 Fax I (816) 271-8696

Jess Christian, Interactive Media Sales Manager
jess.christian@newspressnow.com
(816) 271-8688 Fax I (816) 271-8696

GENERAL PREPRINT RATE

MINI-TABLOIDSIZE PAGES (121 square inches or less)

St. Joseph News-Press and TMC

Pages	(1) CPM 5,000 to 9,999 Circulation	(2) CPM 10,000 to 19,999 Circulation	(3) CPM 20,000 to Full Circulation	(4) CPM Full Circulation
Single	\$48.34	\$47.48	\$44.37	\$41.28
4	\$54.21	\$53.26	\$51.98	\$50.74
6-8	\$64.50	\$63.36	\$61.43	\$59.49
10-12	\$76.82	\$75.45	\$73.36	\$71.19
14-16	\$85.97	\$84.41	\$81.07	\$77.74
18-20	\$92.89	\$91.16	\$87.70	\$84.26
22-24	\$99.75	\$97.94	\$94.34	\$90.73
26-28	\$103.94	\$101.85	\$99.10	\$96.36
30-32	\$107.74	\$105.79	\$103.88	\$101.95
34-36	\$112.56	\$110.50	\$108.38	\$106.25
38-40	\$117.50	\$115.34	\$112.96	\$110.60
42-44	\$119.89	\$117.72	\$115.27	\$112.82
46-48	\$122.24	\$120.01	\$117.49	\$114.99
50-52	\$124.70	\$122.43	\$119.88	\$117.34
54-56	\$127.16	\$124.81	\$122.23	\$119.66
58-60	\$131.69	\$129.27	\$125.48	\$121.72

Rates available for additional pages upon request. Mini-Tabloid pages equal to 32.25 column inches.

REGULAR AND TABLOID PAGES

St. Joseph News-Press and TMC

PAGES	(1) CPM 5,000 to 9,999 Circulation	(2) CPM 10,000 to 19,999 Circulation	(3) CPM 20,000 to Full Circulation	(4) CPM Full Circulation
2 reg/4** tab	\$60.29	\$59.15	\$57.37	\$55.59
4 reg/6-8 tab	\$83.82	\$81.77	\$81.79	\$77.58
6 reg/10-12 tab	\$96.96	\$95.22	\$92.90	\$90.57
8 reg/14-16 tab	\$101.29	\$99.47	\$97.35	\$95.29
10 reg/18-20 tab	\$109.78	\$107.83	\$105.61	\$103.37
12 reg/22-24 tab	\$114.31	\$112.16	\$109.81	\$107.46
14 reg/26-28 tab	\$118.83	\$116.70	\$114.26	\$110.87
16 reg/30-32 tab	\$122.97	\$120.78	\$118.23	\$115.70
18 reg/34-36 tab	\$127.29	\$124.97	\$122.37	\$119.79

FREQUENCY DISCOUNTS

Preprints inserted or separate sections printed by the *St. Joseph News-Press* in 52 weeks on a signed contract basis with a 20,000 minimum distribution.

10-14 Annually:4%	45-49 Annually: 11%
15-19 Annually:5%	50-54 Annually: 12%
20-24 Annually:6%	55-59 Annually: 13%
25-29 Annually:7%	60-64 Annually: 14%
30-34 Annually:8%	65-69 Annually: 15%
35-39 Annually:9%	Over 70 Annually: 16%
40-44 Annually:10%	

*Single card includes an envelope, a card, a card with a flap, a card with two flaps, a card with attached post card or envelope. Flaps are not to exceed 3.5".

**4 Page Tab includes: 4 page, 4 page with a flap, 4 page with 2 flaps, 4 page with prestapled envelope or attached post card or envelope. Flaps are not to exceed 3.5".

ENVELOPE CONTAINING COUPONS: Single card rate plus \$.50 per coupon per thousand.

POLYBAG AND PRODUCT SAMPLE: Rates are available upon request.

TOTAL MARKET COVERAGE (TMC)

Every Wednesday the TMC edition will be mailed to 27,863 non-subscribing households in St. Joseph and Savannah.

Rates for preprints to be inserted into the TMC will be the same CPM as the general preprint rates.

ZONING INFORMATION:

Zoning is available seven days a week in the City Zone and Rural Zones.

- (1) CPM zoned Daily circulation from a minimum quantity of 5,000 to 9,999.
- (2) CPM zoned Daily or Sunday circulation from 10,000 to 19,999.
- (3) CPM zoned Daily or Sunday circulation from 20,000 to Full Circulation.
- (4) CPM zoned full circulation for both Daily and Sunday distribution.

MINIMUM ZONED QUANTITIES:

Monday through Saturday.....	5,000 circulation
Sundays and Holidays (Jan. 6 to Nov. 26)	15,000 circulation
Sundays and Holidays (Nov. 27 to Jan. 2).....	20,000 circulation
Thanksgiving and Christmas Day.....	Full circulation

MAXIMUM PREPRINT SIZES:

Regular Page 11" x 22.0"
Tabloid Page 11" x 11"

QUANTITY NEEDED FOR FULL CIRCULATION:

Sunday.....	28,200
Saturday.....	25,100
Daily.....	25,100
News-Press TMC.....	29,100

RESERVATIONS:

Ten working days prior to insertion.

CLOSING DATES:

Preprinted inserts are due at the *News-Press* production facility no later than 10 days prior to insertion date. Cancellation must be made two weeks in advance.

SHIPPING INSTRUCTIONS

Ship to: T.J. Lake, Shipping Services Supervisor

St. Joseph News-Press

1301 S. 58th Street

St. Joseph, MO 64507

Ship prepaid disposable skids, 39x49 in lifts of the printer's convenience. Bundles are not to be tied, just strapped to the skid. **Mail Room Phone: 816-271-8663**

RECEIVING HOURS: Mon. - Fri., 7:00 am to 3:00 p.m. and 8:00 p.m. to 11:00 p.m.

ADDITIONAL POLICIES:

- Preprinted inserts are due at the *News-Press* production facility no later than 10 days prior to insertion date.
- Single sheet inserts should be printed on minimum 70# paper.
- Inserts requiring special handling due to printer damage, improper skidding or transportation damage may require an additional charge.
- All preprinted inserts are subject to postal regulations and publisher policies.