



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

Every moment. Every day. Every way.

2015 Rate Card



# St. Joseph News-Press



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

## RETAIL ADVERTISING RATES

NPG Newspapers, dba *St. Joseph News-Press*. Published every morning, Monday through Sunday.

Member: Audit Bureau of Circulations, Newspaper Association of America, Inland Press Association, Missouri Press Association

St. Joseph, Missouri is the regional hub for the fourteen counties of Northwest Missouri and Northeast Kansas with a combined population of over 150,000. Located in the heart of America, St. Joseph is the seventh largest city in the state of Missouri.

## PERSONNEL

### EDITOR AND PUBLISHER

DAVID BRADLEY

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### GENERAL MANAGER

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### RETAIL ADVERTISING MANAGER

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### NATIONAL ADVERTISING MANAGER

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### CLASSIFIED ADVERTISING MANAGER

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### INTEGRATED MEDIA SALES MANAGER

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### CREATIVE SERVICES MANAGER

KIM MURPHY

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kim.murphy@newspressnow.com

## COMMISSION & PAYMENT TERMS

- Retail rates are net and non-commissionable. No cash discount for camera-ready, pre-payment or net 10 days
- Charged advertising accounts are due and payable by the 15th of the month following publication. Accounts not paid by the 30th of the month accrue interest at the rate of 1.5% per month until the advertisement is paid.

## GENERAL POLICY

- The *St. Joseph News-Press* reserves the right to refuse any and all advertising.
- Retail advertising rates apply to advertising done by retail stores which sell to the public through one or more locations they own or control.
- All advertising is cash with order except where credit has been approved by the *St. Joseph News-Press*. Applications for credit must be approved by the credit manager. We consider both an advertiser and its agency equally responsible for payment. If payment is not received we reserve the right to seek relief from both.
- The *St. Joseph News-Press*' liability for an error in an advertisement will be limited to the space occupied by the error on the first insertion of the advertisement. Any claim for allowance must be made within 15 days after the occurrence of an error. Any makegood for such allowance must be made within 15 days of the occurrence.
- Rates are subject to revision. Contract advertisers will be informed by letter, 30 days prior, of any changes or additions to this rate card.
- Placement fees from third party entities will be added to the cost of the advertisements.
- Local contracts must be signed by an authorized official to the company. Contracts signed by a company's advertising agency will not be accepted.
- Ads in regular paper over 18-inches in depth will be charged 20-inches.
- The receipt of a contract or order is construed as an acceptance of all rates and conditions under which the *St. Joseph News-Press*, at the time, sells advertising space.
- Advertising simulating news copy shall have the words "Paid Advertisement" at the top of the advertisement.
- The *St. Joseph News-Press* will not accept cancellation of any order for advertising space after publication deadline.
- Advertiser and/or advertising agency agrees to defend and indemnify the *News-Press*, its officers, agents, employees, and contractors against any and all liability, loss or expenses, including reasonable attorney's fees, resulting from the publication of Advertiser's advertisement, including, but not limited to claim of libel, plagiarism, unfair competition, unfair trade practices, infringements of trademarks, copyrights, trade names, patents or proprietary rights, or violations of rights of privacy.
- Advertising contracts may not be assigned or transferred by the advertiser.
- Brokered space in any form is unacceptable.
- Incorrect rates on insertion orders that do not correspond with the current rate card in effect will be regarded as clerical errors. The advertisement will be published and charged at the applicable rates in effect at the time of publication.
- Position requests will be honored as makeup permits. Under no circumstances will adjustments, reinsertions or refunds be made due to the position in which an advertisement has been published.
- The *St. Joseph News-Press* reserves the right to cancel Advertising Agreements upon 30 days notice to customer.



## DOLLAR VOLUME AGREEMENTS

	Daily	Sunday	Repeat
Open Rate	\$54.28	\$59.98	\$32.56
\$1,000.00	\$39.68	\$43.43	\$25.79
\$2,500.00	\$34.72	\$38.37	\$22.57
\$5,000.00	\$32.24	\$35.63	\$20.96
\$7,500.00	\$30.39	\$33.56	\$19.75
\$10,000.00	\$28.32	\$31.30	\$18.41
\$15,000.00	\$27.71	\$30.63	\$18.01
\$25,000.00	\$27.12	\$29.95	\$17.63
\$50,000.00	\$26.24	\$29.01	\$17.06
\$75,000.00	\$25.06	\$27.69	\$16.29
\$100,000.00	\$24.94	\$27.55	\$16.21

All *St. Joseph News-Press* advertising revenues will count toward dollar-volume commitment. This includes space (ROP and Classified), preprinted insert revenue, print & insert revenues, color and position charges. Advertiser has one year to complete dollar volume commitment. Daily rate applies to any Monday through Saturday newspaper.

## WEEKLY FREQUENCY AGREEMENTS

	Daily	Sunday	Repeat
Open Rate	\$54.28	\$59.98	\$35.28
1-inch	\$24.22	\$26.75	\$15.74
2-inches	\$23.75	\$26.23	\$15.44
6-inches	\$22.89	\$25.30	\$14.88
18-inches	\$22.12	\$24.44	\$14.38
30-inches	\$21.75	\$24.03	\$14.14
60-inches	\$21.27	\$23.50	\$13.83
90-inches	\$21.15	\$23.37	\$13.75
120-inches	\$20.92	\$23.10	\$13.60

Weekly frequency contracts are non self-renewing agreements. Advertiser agrees to publish the minimum amount of original space each week for duration of agreement. Daily rate applies to any Monday through Saturday newspaper. Repeat rates apply to ads picked up within six days of original insertion with no changes in copy. Sundays are excluded from pickup rate. Ads must run on consecutive weeks.

13-week agreement add \$1.00 per column inch.

26-week agreement add \$.50 per column inch.

## DESIGNATED PAGE POSITION

Add 35% to column-inch (including color) rate

## COLOR

30-column inches and over - flat rate

	Daily	Sunday	PU Discount
Spot Color	\$225.00	\$225.00	\$146.25
Full color	\$440.00	\$440.00	\$286.00

Under 30-column inches - inch rate (Minimum size - 2-inches)

	Daily	Sunday	PU Discount
Spot Color	\$8.00	\$8.00	\$5.20
Full color	\$15.00	\$15.00	\$9.75

## PREPRINTED INSERTS

- Rates are per thousand pre-prints.
- Preprinted insertion dollars may count toward *St. Joseph News-Press* Dollar Volume agreement.
- Preprinted insertion rates are for single advertisers only.
- Minimum quantities: Monday thru Saturday - 5,000; Sunday & Holidays - 15,000. Minimum quantity for Sundays and Holidays from Thanksgiving through New Year's Day is 20,000. Thanksgiving and Christmas distribution is full circulation only.
- Add at least 2% for circulation quantity for spoilage
- Rates available for standard distribution in *St. Joseph News-Press* and TMC mailer

	5,000 up to 10,000	10,000 up to 20,000	20,000 up to full distr	full distr (no zoning)
Single sheet	\$42.95	\$40.90	\$38.40	\$33.67
2 reg/4 tab	\$62.14	\$57.64	\$50.47	\$41.85
4 reg/8 tab	\$85.56	\$79.63	\$71.80	\$58.41
6 reg/12 tab	\$96.06	\$89.11	\$78.71	\$68.22
8 reg/16 tab	\$100.60	\$92.46	\$82.35	\$71.84
10 reg/20 tab	\$103.67	\$95.50	\$85.26	\$73.81
12 reg/24 tab	\$107.05	\$98.37	\$88.31	\$77.08
14 reg/28 tab	\$110.42	\$101.50	\$91.30	\$79.69
16 reg/32 tab	\$113.82	\$104.65	\$94.30	\$82.85
18 reg/36 tab	\$117.19	\$107.71	\$97.35	\$85.67
Addl 2 reg/4 tab	\$3.37	\$3.06	\$3.04	\$2.83

## FREQUENCY DISCOUNTS:

Minimum quantity for discount is 20,000 per insertion

10-22 Annually:	4%	75-99 Annually:	14%
23-36 Annually:	6%	100-109 Annually:	18%
37-49 Annually:	8%	110-119 Annually:	20%
50-74 Annually:	10%	120 or More Annually:	22%

## SIZE INFORMATION:

**Regular Pages** - More than 11.5" in width or 12.0" in depth;

Maximum size: 11.5" x 22.0" and must be half folded.

**Tabloid Pages** - Pages over 80.5 square inches; Maximum size: 11.5" x 12.0"

Flaps are counted as an additional regular page.

**Mini-Tabs or "Flexi's"** - With 8 pages or more of 80.5 square inches will be charged at half the number of tabloid pages.

## TOTAL MARKET COVERAGE (TMC):

27,863 delivered to non-subscribers each Wednesday in the metro area.

Rate for TMC mailer will be same rate as *St. Joseph News-Press* distribution rate

Minimum Distribution = 5,000

## CIRCULATION

Daily: 24,240 Sunday: 27,673

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

## Quantities Needed:

Daily: 25,100 Sunday: 28,200 TMC: 27,863

## SHIPPING INSTRUCTIONS

**Ship to:** TJ Lake, Mail Room 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. **Packaging 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 *St. Joseph News-Press* production facility no later than one week 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.

## THE POWER OF VIBRANT, CLEAR COLOR

Color strongly influences a reader's attention. Color can convey a mood, emphasize a point or make your ad jump off the page. 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.



## CLASSIFIED ADVERTISING RATES

Based on a 6-Column format.

### OPEN RATE

Rate below are per agate line except three, four, and five visual lines - which are rated per visual line.

Open Rate	1 day	2 days	3 days	4 days	5 days	6 days	7 days
Per Visual Line	\$7.17	\$6.39	\$6.02	\$5.64	\$5.61	\$5.54	\$5.36
Disp Open Rate per inch (2" minimum)	\$71.70	\$63.90	\$60.15	\$56.40	\$56.10	\$55.35	\$53.55

### CONTRACT CLASSIFIED RATES

Classified contracts require a minimum of 2 lines per day for the duration of the agreement. LINER ADS (per line per day) Rates are based on consecutive publication of advertisement.

	1 day	2 days	3 days	4 days	5 days	6 days	7 days
2-4 visual	\$4.67	\$3.86	\$3.23	\$2.99	\$2.82	\$2.69	\$2.25
5+ visual	\$3.36	\$2.78	\$2.32	\$2.15	\$2.03	\$1.93	\$1.62

13 week premium \$0.70 per visual line. 26-week premium \$0.35 per visual line

DISPLAY ADS (per inch per day) Rates below are per column inch - 120 column inches per page.

Inches	1 day	2 days	3 days	4 days	5 days	6 days	7 days
2-7"	\$33.59	\$26.87	\$20.15	\$16.79	\$13.44	\$11.76	\$11.76
7-16 "	\$31.07	\$24.86	\$18.64	\$15.54	\$12.43	\$10.87	\$10.87
16-40 "	\$28.55	\$22.84	\$17.13	\$14.28	\$11.42	\$9.99	\$9.99
40-60 "	\$26.03	\$20.83	\$15.62	\$13.02	\$10.41	\$9.11	\$9.11
60-120 "	\$23.52	\$18.81	\$14.11	\$11.76	\$9.41	\$8.23	\$8.23
120"+	\$21.00	\$16.80	\$12.60	\$10.50	\$8.40	\$7.35	\$7.35

13 week premium \$7.00 per inch. 26 week premium \$3.50 per inch.

**COLOR** For color rates see page 3.

### RECRUITMENT ADVERTISING RATES

Liner ads are per agate line. Display ads based on 6-column format.

PER	Open	70-Inches Per Year	140-Inches Per Year	350-Inches Per Year
VISUAL LINE	\$13.15	\$7.00	\$6.50	\$5.60

DISPLAY ADS (per column inch)

Inches	Open	70-Inches Per Year	140-Inches Per Year	350-Inches Per Year
1-5"	\$131.46	\$70.14	\$65.31	\$56.28
5-15 "	\$118.23	\$63.21	\$58.59	\$50.82
15-30 "	\$105.21	\$56.07	\$52.08	\$44.94
30-60 "	\$87.78	\$46.83	\$43.47	\$37.59
60-90 "	\$76.86	\$40.95	\$38.01	\$32.76
90-120 "	\$65.73	\$35.07	\$32.76	\$28.14
120"+	\$59.22	\$33.18	\$29.19	\$25.41

**Repeat Your Recruitment Ad** for \$27.00 per column inch. (\$2.70 per line - minimum \$27.00) Repeat rate available within six days of original insertion.



Special front page treatment on [newspressnow.com](http://newspressnow.com) with Top Jobs.



7 Day on-line listings  
**monster.com**  
will be added at \$50 per job

**Top Jobs & Priority Listings Also Available \$99 Galaxy Network**

### SPECIAL CLASSIFICATION RATES

	Daily	Sunday	Repeat
Political (per column inch)	\$55.91	\$61.78	\$36.34
Churches (per column inch)	\$20.00	\$20.00	\$13.00
Charitable Organizations (per column inch)	\$26.59	\$29.50	\$16.02
Public Notices (per agate line)	\$4.25	\$4.50	
Commemorative Ads	\$20.00	\$20.00	\$20.00

### REAL ESTATE ADVERTISING RATES & AUTOMOTIVE ADVERTISING RATES

Available upon request.

## GENERATE INSTANT TRAFFIC WITH FRONT PAGE POWER NOTES

• **HIGH VISIBILITY • IMMEDIATE IMPACT**  
See your St. Joseph News-Press Advertising Consultant or Call 816-271-8527 for details.

### COMMERCIAL PRINTING

The St. Joseph News-Press can print multi-page tabloid and broadsheet sections. Ask for details. Commercial printing price quotes are given on an individual basis, depending upon individual needs.

Design, Print and Deliver Inserts demand readership and deliver results!

## Design Print & Deliver

Full color, glossy DPD inserts target your best audience. Your St. Joseph News-Press Advertising Consultant will help you with date selection, zoning and advertising message. You get production, printing, insertion and delivery all at one affordable price!

**Rates to Design, Print and Deliver (cost per thousand)**

Distribution	8.5"x11"	8.5"x5.5"
5,000	\$105	\$90
10,000	\$81	\$63
20,000	\$74	\$58
30,000	\$72	\$56
40,000	\$68	\$55

- Minimum Quantity 5,000 • Full Color on Both Sides
- Printed on 70# gloss coated or 75# uncoated white stock
- Other sizes and stocks available
- Deadline is 12 business days prior to insertion
- Bleed or no bleed

**FOR MORE INFORMATION...**  
contact your St. Joseph News-Press Advertising Consultant or call 271-8527.





# Tougher times call for smarter targeting.

News-Press Digital Media will get your ad message visible results you can track.

- **[clipandclickcoupons.com](http://clipandclickcoupons.com)** - put your offer on this website for local shoppers and service seekers
- **[RealEstateStJoe.com](http://RealEstateStJoe.com)** - target home buyers and sellers in this market and beyond
- **[newspressnow.com/Josephine](http://newspressnow.com/Josephine)** - place an ad in the only local magazine for women
- **Local Display Banner Advertising Network** - splash your ad across the most-read local news site, [newspressnow.com](http://newspressnow.com).

Contact your News-Press Advertising Consultant for more information.



# REACHING 3 out of 4

## St. Joseph residents every week!

The St. Joseph News-Press reaches over 55% of local adults each weekday and 73% on Sunday, including an extraordinarily high percentage of the area's highest income and highest educated residents.

Source: MORI, August 2009



## Digital Document Submission Guidelines

### FORMAT COMPATIBILITY

The *St. Joseph News-Press* Ad Production teams are using Adobe InDesign on Apple Macintoshes to build spec and live ads. This platform has the flexibility to accept or convert a number of file formats. To have one of our teams build your ad call your *St. Joseph News-Press* Advertising Consultant or the Advertising Department at 816.271.8527 for assistance.

The table of compatible or incompatible formats will be updated as new software/hardware technologies evolve. Higher version numbers may **NOT** be compatible, but lower version numbers can usually be converted.

At this time **PDF** is our preferred format when there are no changes to be made. We will gladly send you our job options so that the PDFs you create will be fully compatible.

### HARD COPY REQUIREMENT

In order to guarantee quality and accuracy, the *St. Joseph News-Press* requires hard copy with most digital material for publication. AdSend is excluded.

The hard copy is usually from a fax machine or laser printer and serves as a rough representation of how the final product should appear.

### FORMATS

We use both **OpenType** fonts (preferred) and Apple/Microsoft **TrueType** fonts. It is best to include the fonts with your document, or be aware of the possibility of font substitution. If we do not have a specific font that is used in the document, we will use your hard copy to match the font as closely as possible. If you are sending a PDF all fonts should be embedded, and will be when you use our job options.

### GRAPHICS

All graphics placed in your document must be either TIFF or EPS format. Use the "Package" feature in InDesign or the QuarkXPress feature called "Collect for Output" from the file menu to create a file which includes your document, all placed files, and an auto generated report file. We recommend all files are converted to CMYK before sent and checked for color changes. We will convert all graphics to CMYK for printing purposes.

### PHOTOGRAPHS

Most photographs, both color and grayscale, will reproduce well if the resolution is 200 dpi (300 dpi preferred). If the photo will be enlarged in the layout program, higher resolution will minimize pixelation. Photos should be saved in either tiff or eps format. Full color photos should be saved as RGB tiffs or eps. This will allow the imaging department to process your color photos with our custom optimizing software.

### MEDIA / DIGITAL DELIVERY

We accept: CDs; AP AdSend; Web Based Services such as Media Passage; FTP (call your sales rep. for information).

**NOTE:** Please stuff or zip your files before you e-mail them. E-mail has a file size restriction of about 3MB (your ISP may impose additional limits). FTP works best with large files.

### E-MAIL

All ads sent through e-mail should be sent to your sales reps attention.

Applications	Version	Format	Compatibility
QuarkXPress	4.1	Mac or PC	Fully Compatible†
Adobe InDesign	CS2-CS5.5	Mac or PC	Fully Compatible†
Adobe Photoshop	CS2-CS5.5	Mac or PC	Fully Compatible
Adobe Acrobat	7.0-10.1	Mac or PC	Fully Compatible
Adobe Illustrator	CS2-CS5.5	Mac or PC	Compatible**
Freehand	8.0	Mac or PC	Saved As PDF
Multi-Ad Creator	ANY	Mac or PC	Saved As PDF
Microsoft Publisher	ANY	PC	NOT COMPATIBLE
Corel Draw	ANY	Mac or PC	NOT COMPATIBLE

†All fonts & graphics must be included

\*\*Fonts should be converted to outlines before saving an EPS file

## Mechanical Requirements

#### Regular Broadsheet & Classified (22 inch)

1 Column .....	1.610"
2 Column .....	3.340"
3 Column .....	5.063"
4 Column .....	6.792"
5 Column .....	8.521"
6 Column .....	10.25"
Double Truck .....	21.25"

#### Regular Tab Modular (22 inch)(St. Joe Live)

1/16 .....	1 Col (2.34") x 2.5"
1/8 H .....	2 Col (4.805") x 2.5"
1/8 V .....	1 Col (2.34") x 5"
3/16 H .....	3 Col (7.27") x 2.5"
3/16 V .....	1 Col (2.34") x 7.5"
1/4 H .....	4 Col (9.735") x 2.5"
1/4 SQ .....	2 Col (4.805") x 5"
1/4 V .....	2 Col (2.34") x 10"
1/2 H .....	4 Col (9.735") x 5"
1/2 V .....	2 Col (4.805") x 10"
3/8 V .....	3 Col (7.27") x 5"
3/4 H .....	4 Col (9.735") x 7.5"
3/4 V .....	3 Col (7.27") x 10"
Full Page .....	4 Col (9.735") x 10"
Double Truck .....	9 Col (20.309") x 10"

#### Online Ads

Medium Rect. 300x250 Pxls .....	4.17" x 3.47"
Half Rect. 300x100 Pxls .....	4.17" x 1.39"
Leaderboard 728x90 Pxls .....	10.11" x 1.25"
Dimensions are figured for 72 dpi	

#### Ear Sizes - News Press

Regular Ear .....	1.5 Col x 1.5"
Life Ear .....	1.5 Col x 1.75"

#### Stitched & Trimmed Tab Modular (25 inch TRE)

1/2 H .....	4 Col (9") x 5.5"
1/2 V .....	2 Col (4.437") x 11"
3/8 .....	2 Col (4.437") x 8.25"
1/4 H .....	4 Col (9") x 2.75"
1/4 sq .....	2 Col (4.437") x 5.5"
1/8 .....	2 Col (4.437") x 2.75"
3/4 .....	4 Col (9") x 8.25"
Full Page .....	4 Col (9") x 11"

#### 8.5" x 11" (3 col Mag DSC) Josephine

1/12 .....	1 Col (2.54") x 2.59"
1/6 H .....	2 Col (5.21") x 2.59"
1/6 V .....	1 Col (2.54") x 5.19"
1/4 H .....	3 Col (7.88") x 2.59"
1/3 SQ .....	2 Col (5.21") x 5.19"
1/3 V .....	1 Col (2.54") x 10.375"
1/2 H .....	3 Col (7.88") x 5.19"
1/2 SQ .....	2 Col (5.21") x 7.78"
2/3 V .....	2 Col (5.21") x 10.375"
Full Page .....	3 Col (7.88") x 10.375"

#### Kraftwrops

Horizontal Layouts .....	(21") 126p x 12.5"
Vertical Layouts .....	(12.5") 75p x 21"
Outside margins are 0.375" (2p3) on all 4 sides	
Full Page .....	4 Col (9.735") x 9.5"
Double Truck .....	9 Col (20.31") x 9.5"

#### Stitched & Trimmed Tab Modular (22 inch)

1/16 .....	1 Col (2.156") x 2.375"
1/8 H .....	2 Col (4.438") x 2.37"
1/8 V .....	1 Col (2.156") x 4.755"
3/16 H .....	3 Col (6.719") x 2.375"
3/16 V .....	1 Col (2.156") x 7.13"
1/4 H .....	4 Col (9") x 2.375"
1/4 SQ .....	2 Col (4.438") x 4.755"
1/4 V .....	1 Col (2.156") x 9.5"
1/2 H .....	4 Col (9") x 4.755"
1/2 V .....	2 Col (4.438") x 9.5"
3/8 H .....	3 Col (6.719") x 4.755"
3/8 V .....	2 Col (4.438") x 7.13"
3/4 H .....	4 Col (9") x 7.13"
3/4 V .....	3 Col (6.719") x 9.5"
Full Page .....	4 Col (9") x 9.5"
Double Truck .....	9 Col (18.76") x 9.5"

#### 8" x 10" (3 Col Mag Mini) HRG

1/24 .....	1 Col (2.25") x 1.125"
1/12 .....	1 Col (2.25") x 2.25"
1/6 V .....	1 Col (2.25") x 4.5"
1/4 H .....	3 Col (7") x 2.25"
1/3 H .....	3 Col (7") x 3"
1/3 V .....	1 Col (2.25") x 9"
1/2 H .....	3 Col (7") x 4.5"
2/3 H .....	3 Col (7") x 6"
2/3 V .....	2 Col (4.625") x 9"
Full Page .....	3 Col (7") x 9"

\*all sizes are limited per publication

## NO AD? NO PROBLEM!

Your Advertising Consultant will work with you, along with our winning design team, to create an ad at no additional charge, and schedule a campaign that will help you grow your business.



## SPECIAL SERVICES

- e-Tearsheets are furnished (by request)
- Creative services are available to build custom-designed advertising at NO ADDITIONAL FEE!

## SPECIAL DAYS, PAGES & FEATURES

- Sundays: Best On The Lot, Come Home, Employment, Weddings & Engagements, Anniversaries, Faces & Places, Business.
- Mondays: News & Views, Life/Family
- Tuesdays: Life/Health
- Wednesdays: Life/Food, Best Grocery Day
- Thursdays: Life/Home & Garden
- Fridays: St. Joe Live (entertainment)
- Saturdays: Life/Faith, Drive
- Daily: Sports, Midland (local), Debate, Weather, Classifieds

## ST. JOSEPH NEWS-PRESS DEADLINES

PUBLICATION	COPY DUE	FINAL CORRECTIONS
<b>MONDAY</b> <i>ST. JOSEPH NEWS-PRESS</i>	Thursday 12:00 p.m.	Friday 4:00 p.m.
<b>TUESDAY</b> <i>ST. JOSEPH NEWS-PRESS</i>	Friday 12:00 p.m.	Monday 4:00 p.m.
<b>WEDNESDAY</b> <i>ST. JOSEPH NEWS-PRESS</i>	Monday 12:00 p.m.	Tuesday 4:00 p.m.
<b>THURSDAY</b> <i>ST. JOSEPH NEWS-PRESS</i>	Tuesday 12:00 p.m.	Wednesday 4:00 p.m.
<b>FRIDAY</b> <i>ST. JOSEPH NEWS-PRESS</i> <i>ST. JOE LIVE</i>	Wednesday 12:00 p.m. Wednesday 8:30 a.m.	Thursday 4:00 p.m. Thursday 4:00 p.m.
<b>SATURDAY</b> <i>ST. JOSEPH NEWS-PRESS</i> <i>DRIVE</i>	Thursday 12:00 p.m. Thursday 12:00 p.m.	Friday 4:00 p.m. Friday 4:00 p.m.
<b>SUNDAY</b> <i>ST. JOSEPH NEWS-PRESS</i> <i>LIFE</i>	Thursday 12:00 p.m. Tuesday 4:00 p.m.	Friday 4:00 p.m. Wednesday 4:00 p.m.



**Josephine** - a monthly magazine for women published the last Tuesday of every month.

**St. Joe Live** - the latest arts & entertainment information every Friday.

## The St. Joseph News-Press is the AREA'S #1 SOURCE for Local Retail Store Shopping Information

### Preferred Source for Local Shopping Information

<b>St. Joseph News-Press</b> .....	<b>74.5%</b>
<b>Television</b> (All stations combined) .....	<b>6.4%</b>
<b>Internet</b> .....	<b>4.0%</b>
<b>Radio</b> (All stations combined) .....	<b>6.4%</b>
<b>Other Print Editions</b> .....	<b>0.6%</b>
<b>Direct Mail Fliers</b> .....	<b>3.7%</b>
<b>Friend/Word-of-Mouth</b> .....	<b>5.8%</b>



The *St. Joseph News-Press* reaches over 90,000\* readers in the St. Joseph Retail Market area (14 counties of Northwest Missouri and Northeast Kansas). No other advertising medium can provide this kind of reach or this many buyers with your advertising message.

\* Source: Pulse Research, April 2008





## 2015 SPECIAL SECTION SCHEDULE

### JANUARY 2015

Today's Real Estate	Fri	1/2/15
Wedding Planner	Sun	1/18/15
Josephine	Tue	1/27/15

### FEBRUARY 2015

CVB Visitor's Guide	Sun	2/1/15
Today's Real Estate	Fri	2/6/15
Cupid's Corner	Sat	2/14/15
Josephine	Tue	2/24/15

### MARCH 2015

Today's Real Estate	Fri	3/6/15
Business Journal	Sat	3/7/15
St. Joseph School District	Sat	3/14/15
Profiles of Progress	Sun	3/22/15
Baby Faces	Fri	3/29/15
Josephine	Tue	3/31/15

### APRIL 2015

Today's Real Estate	Fri	4/3/15
Home Improvement Guide	Sun	4/12/15
Reader's Choice Ballot	Wed	4/15/15
Apple Blossom	Sun	4/26/15
Josephine	Tue	4/28/15

### MAY 2015

Today's Real Estate	Fri	5/1/15
Teacher Appreciation	Tue	5/5/15
Business Journal	Sat	5/23/15
Congratulations Graduates	Sun	5/24/15
Loved Ones Remembered	Mon	5/25/15
Josephine	Tue	5/26/15

### JUNE 2015

Today's Real Estate	Fri	6/5/15
Center Stage (Dance)	Sun	6/21/15
Josephine	Tue	6/30/15

### JULY 2015

Today's Real Estate	Fri	7/3/15
KC Chiefs Camp Guide	Thu	7/23/15
Reader's Choice	Thu	7/23/15
Josephine	Tue	7/28/15

### AUGUST 2015

Today's Real Estate	Fri	8/7/15
Pigskin Preview (Col/HS)	Sun	8/16/15
Trails West!	Sun	8/16/15
Josephine	Tue	8/25/15
Business Journal	Sat	8/29/15

### SEPTEMBER 2015

Today's Real Estate	Fri	9/4/15
South Side Fall Festival	Sun	9/13/15
Pet Paparazzi	Sun	9/20/15
Josephine	Tue	9/29/15

### OCTOBER 2015

Today's Real Estate	Fri	10/2/15
Ink for Pink	Wed	10/7/15
Home Improvement Guide	Sun	10/11/15
Josephine	Tue	10/27/15
St. Joseph School District	Sat	10/31/15

### NOVEMBER 2015

Today's Real Estate	Fri	11/6/15
A Salute to Veterans	Wed	11/11/15
Business Journal	Sat	11/14/15
Basketball Preview	Sun	11/22/15
Josephine	Tue	11/24/15

### DECEMBER 2015

Today's Real Estate	Fri	12/4/15
Baby's First Christmas	Thu	12/24/15
Holiday Greetings	Fri	12/25/15
Josephine	Tue	12/29/15
Pillars of Our Community	Thu	12/31/15

Dates are subject to change.