

**YOUR MESSAGE REACHES  
86,000 DEDICATED  
READERS THROUGHOUT THE  
GREATER ST. LOUIS AREA**



**THE VALUE DIFFERENCE**

**Affluent:** Most readers have incomes of more than \$50,000

**Investments:** 60 percent have investments of more than \$100,000

**Commitment:** Four out of five read the *St. Louis Review* cover to cover.

**Reach:** Subscribers and pass-along readership delivers nearly 86,000 consumers.

**Penetration:** Nearly all (83 percent) follow the ads.

**Travel:** Two-thirds plan to take a trip in the next year.

**Dining:** Eight of ten dine out regularly.

Valued demographics

Valued readership

Valued purchasing power

***That's The Value Difference  
of the St. Louis Review.***



(314) 792-7500

FAX (314) 792-7534



**RATE SCHEDULE**



## PUBLISHER'S APPROVAL

All advertising is subject to the approval of the publisher. The publisher can require the word "Advertisement" to appear in any ad. The publisher reserves the right to decline any advertisement considered to be incompatible with the character of the newspaper. Advertisers and their agencies will defend, hold harmless and indemnify the publisher from any claim, all loss, expense or liability arising out of the publication of any advertising copy.

## PUBLISHER'S LIABILITY

The liability for any omission, error or delay for which the publisher may be held responsible shall not exceed the cost of the space paid for and occupied by such individual advertisement. Notice of typographical errors must be given in time for correction before the second insertion, otherwise no claim for repetition of error shall be allowed.

## TERMS/BILLING

Terms are net 30 days. No cash discount.  
Agency commission: 15% only on open rates!  
No commission allowed on classified advertising.

## LIABILITY FOR PAYMENT

Publisher may hold Advertiser and its Agency jointly and severally liable for all sums due and payable to the Publisher.

## MECHANICAL SPECIFICATIONS

Standard page size: 5 columns  
10-1/4 inches wide by 11-1/4 inches deep

Columns	Picas	Inches
1	11-1/2	1-15/16
2	24	4
3	36-1/2	6-1/16
4	49	8-1/8
5	61-1/2	10-1/4

Halftones: 85 to 100-line screen preferred.  
Color: Spot color available at \$145 per color.  
Four color process available at \$500 additional.

## GUARANTEED PLACEMENT

Available on a first-come, first-served basis at the earned rate plus an additional 15% charge. Guaranteed placement is available for ads 1/4-page or larger.

## SPACE RESERVATIONS AND COPY DEADLINE

Space and copy deadline is 10 days prior to Friday publication date, or the Wednesday before the week we publish.

## CANCELLATIONS

Cancellations are not accepted after copy deadline.

## FOR SPACE RESERVATIONS

Call : 314-792-7500  
Fax: 314-792-7534

## ADVERTISING RATE SCHEDULE

### Display Advertising Rates

ROP Bulk Contract Rates  
(To be used within 12 months)

Inches/Year	Cost/Inch
Open	\$25.75
50	\$24.75
100	\$22.00
350	\$21.25
700	\$20.75
1,000 or more	\$19.75

## CLASSIFIED ADVERTISING RATES

**Classified Display** - One-column inch or larger \$21.00/column inch.  
Three consecutive insertions \$19.00/column inch.  
Four or more insertions \$17.00/column inch.

## PRE-PRINTED INSERTS

Pre-printed inserts are accepted upon approval by the publisher. Advertisers must submit samples for approval and rate confirmation.  
Full Run - \$50.00/thousand.  
Part Run - \$60.00/thousand.

## WEB ADVERTISING

Extend your message on-line through the St. Louis Review web site. Promote your products, services or events by placing a banner ad on [www.stlouisreview.com](http://www.stlouisreview.com). We even build in convenient links to your web site so readers can visit you on-line. For more information and rates, call 314-792-7500