

MISSOURIAN

COLUMBIA'S MORNING NEWSPAPER

Established in 1908

Retail Advertising Rates and Data

MARCH 1, 2009



P.O. Box 917 • Columbia, Missouri 65205

221 S. 8th St • Columbia, MO 65201

(573) 882-5714 • FAX (573) 884-5293

www.columbiamissourian.com

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Post Office Box 917 • Columbia, Missouri 65205

(Offices at Eighth and Elm Streets) • www.columbiainmissourian.com

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Rates effective March 1, 2009

1. Personnel

General Manager.....Daniel S. Potter : 573-882-5707
Advertising Director.....Jack Swartz : 573-882-5748
Operations/Creative Services Manager... Susan Richison : 573-884-0003
Executive Editor..... Tom Warhover : 573-882-5734
Managing Editor Jeanne Abbott : 573-882-5735
Business Manager Paula Fleming: 573-882-2775
Production Manager.....Bruce Moore : 573-882-5742

2. Representatives

Missouri Press Association
802 Locust Street
Columbia, Missouri 65201

3. Commissions, Discounts, Service Charges

All local display advertising rates are net and non-commissionable. All-accounts with approved credit will be billed monthly. Payment net 30-days. Delinquent accounts will receive a 1-1/2% service charge per month. Accounts declared delinquent by the *Columbia Missourian* may result in-cancellation of contract and rate adjustments may be made.

Contract display and pre-print rates are available only with signed contract. If contract levels are not met, advertising will be re-billed at the non-contract or open rate. (See CANCELLATION under Section 4 of this rate card.)

4. Policies

CONTENT — The advertiser is solely responsible for the content of the advertisement and agrees to hold harmless the *Columbia Missourian* for any and all claims against the *Columbia Missourian* because of the advertisement or content.

POSITION — The rates on this card are for run of paper position (ROP). Special position request will be honored to the best of our ability, but cannot be guaranteed.

OMISSION and ERROR — The *Columbia Missourian* will endeavor to prevent errors and omissions in all advertisements. The liability of the *Columbia Missourian* for any error for which it may be responsible shall be limited to the cost of the actual space occupied by the item in which the error occurred. The *Columbia Missourian* shall not be liable for any reason an advertisement is not inserted in the newspaper. In the event of errors and omissions by the *Columbia Missourian* that affect the value of the ad, when notified within 24 hours after publication, the *Columbia Missourian* will be responsible for the space occupied by the error and publish a correction ad. The *Columbia Missourian* may also write a letter to be posted at the store, stating the correct copy. Should the error be the fault of the advertiser (including errors not corrected when the advertiser sees proof) a correction may be published at the expense of the advertiser.

MAKE-UP CHARGES — A charge will be made for ads ordered and then canceled without insertion, or when complete customer make-overs are ordered.

CANCELLATION — If the terms, conditions, rates, etc. in advertising contracts are changed by the publisher, 30 days notice in writing must be given by the *Columbia Missourian*. In that event the advertiser may cancel the contract without penalty. All other cancellations by the advertiser or for non-payment may result in re-billing for all past advertising at the open rate.

5. Retail Advertising Rates

OPEN RATE (Non-Contract) (Broadsheet Format) **\$7.90/in.**
Sunday (Non-Contract) (Broadsheet Format) **\$7.90/in.**

PICK-UP RATE

Ad must run within one week with no copy changes. Pick-up ad inches do not apply to contracts **\$3.95/in.**

COMMISSIONABLE RATE (Approved Agencies Only)

Daily (Tues, Wed, Thurs, Fri or Sun) **\$9.29/in.**

DOUBLE TRUCK — Add 10 column inches of the gutter on a full or partial double truck. Minimum double truck size is 180 column inches.

ANNUAL/BULK CONTRACT RATES — Ask your *Missourian* advertising representative for details about annual/bulk contract rates. Non-fulfillment of contract will result in re-billing for all contract period advertising at the open or non-contracted rates.

6. Pre-Print Charges

Daily or Carrier Route Zoning.....**\$43.00/M**
Full Run Daily (6,333).....**\$38.00/M**

FREQUENCY DISCOUNT RATES — Ask your *Missourian* advertising representative about frequency discounts.

MAXIMUM SIZE — Folded dimensions of inserts not to exceed 10 inches by 12 inches. Minimum size is 5 inches by 7 inches.

Large multi-page catalogs (48 pages or larger) or other special handling inserts may necessitate an additional charge.

CONTRACT INCH CREDITS — Credit toward the advertiser's ROP contract will be given. Ask your representative for details.

PRE-PRINT (non-mail editions) TOTALS NEEDED

Full Run Daily7,000

SHIPPING INSTRUCTIONS — Sent to: Mailroom Manager - *Columbia Missourian*, 2130 Schothill Woods Rd, Jefferson City, Missouri 65101. Deliveries accepted 9 am to 5 pm, Monday through Friday.

DELIVERY DEADLINE — No later than five days prior to insertion. Additional billing may occur if pre-prints are received after deadline or require special handling.

7. Color Rates and Data

Prices are charged in addition to space. No minimum ad size required. Color subject to availability; special editions sell out more quickly.

DAILY COLOR CHARGES

Black plus One Color..... **\$75.00**
Black plus Three Colors..... **\$150.00**

8. Special Pages, Sections & R.O.P Units

A variety of special sections and theme pages are available at special pricing throughout the year. Consult your advertising representative for complete information, or to suggest ideas.

9. Special Services

TEAR SHEETS — The *Columbia Missourian* will provide at no charge up to 10 tear sheets of your ad. A minimal charge will be added for additional tears. Tear sheets can be filed during the month and delivered with your statement. An additional charge will be assessed for tears requested after publication or misplaced.

AD GRAPHICS — Our staff of professionals is available to provide a wide range of creative services and can assist you in developing a logo/identity for your business.

PROOFS — The *Missourian* will deliver a proof of any ad 10 column inches or larger provided the advertiser has met all deadlines. Extensive alterations may incur additional production charges.

10. Special Days, Pages and Features

Thursday.....VOX Magazine

11. Ad Deadlines

Main News (ROP)	Deadline
Tuesday	9:00 a.m. Monday
Wednesday	9:00 a.m. Tuesday
Thursday.....	9:00 a.m. Wednesday
Friday	9:00 a.m. Thursday
Sunday.....	9:00 a.m. Friday
Vox (Thursday).....	9:00 a.m. Thursday prior

Classified Display

Tuesday	10:00 a.m. Monday
Wednesday	10:00 a.m. Tuesday
Thursday.....	10:00 a.m. Wednesday
Friday	10:00 a.m. Thursday
Sunday.....	10:00 a.m. Friday

12. R.O.P. Depth Requirements

Minimum size ad is one column inch. Ads ordered for more than 19-inches in depth will be charged a full 20.5 inch column depth. Tabloid ads ordered more than 10 inches in depth will be charged full tab length of 11.625 inches. Double truck minimum size is 180 column inches (see-5.-Double Truck). All advertising is billed in half-inch increments.

13. Copy Regulations

The *Columbia Missourian* reserves the right to edit or reject any advertisement at any time. All advertisement including pre-prints are subject to inspection by the publisher prior to official acceptance by the *Columbia Missourian*. The publisher accepts no liability costs associated with pre-prints or ROP ads deemed unacceptable.

14. Mechanical Measurements

	(A) BROADSHEET		(B) CLASSIFIED		(C) 4-COLUMN TAB		(D) 5 COLUMN TAB	
COLUMN	INCHES	PICAS	INCHES	PICAS	INCHES	PICAS	INCHES	PICAS
1	1.833	11p	1.833	11p	2.323	13p11.25	1.833	11p
2	3.792	22p9	3.792	22p9	4.771	28p7.5	3.792	22p9
3	5.750	34p6	5.750	34p6	7.219	43p3.75	5.75	34p6
4	7.708	46p3	7.708	46p3	9.667	58p	7.708	46p3
5	9.667	58p	9.667	58p	—	—	9.667	58p
6	11.625	69p9	11.625	69p9	—	—	—	—
DBL. TRK.	24.417	145p6	—	—	20.5	123p	20.5	123p
M.D. TRK.	20.333*	122p*	—	—	—	—	—	—
COL. DTH.	20-1/2"	123p	20-1/2"	123p	11.625"	69p9	11.625	69p9

*Maximum height on a mini double truck is 18"

• Daily full page-size is 6 columns x 20.5"

15. Classified Rates

OPEN RATE

Tuesday, Wednesday, Thursday, Friday or Sunday..... **\$7.90/in.**

REPEAT RATE

Daily Repeats (Sunday thru Friday)..... **\$3.95/in.**

Monthly Card Ads (Per inch, Per Month)..... **\$100.00/in.**

SERVICE SOURCE

Per Month

LINE ADS

Rate computed on a

per line/per day basis (2 line minimum)

Sunday

Tuesday/Wednesday/Thursday/Friday

Weekly Package

per line/per week/5 days

Monthly Line Ads

LEGAL NOTICE RATES

Legals (Per Line/Per Day)

Circuit & Probate Notices (4X)

Trustee Sales (Per Line/Per Day).....

16. Digital Advertising / Deadlines

• Advertise online at www.columbiainmissourian.com, and reach more than 200,000 unique visitors each month.

17. Circulation

Publisher's "Statement of Ownership, Management, and Circulation" (Required by 39 U.S.C. 3685) is on file with the United States Postal Service and is available on request.

MISSOURIAN DISTRIBUTION AREA

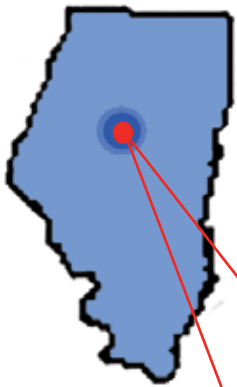
**EXCLUSIVE
UNIVERSITY OF
MISSOURI
CAMPUS MAIL
COVERAGE**

DAILY COVERAGE

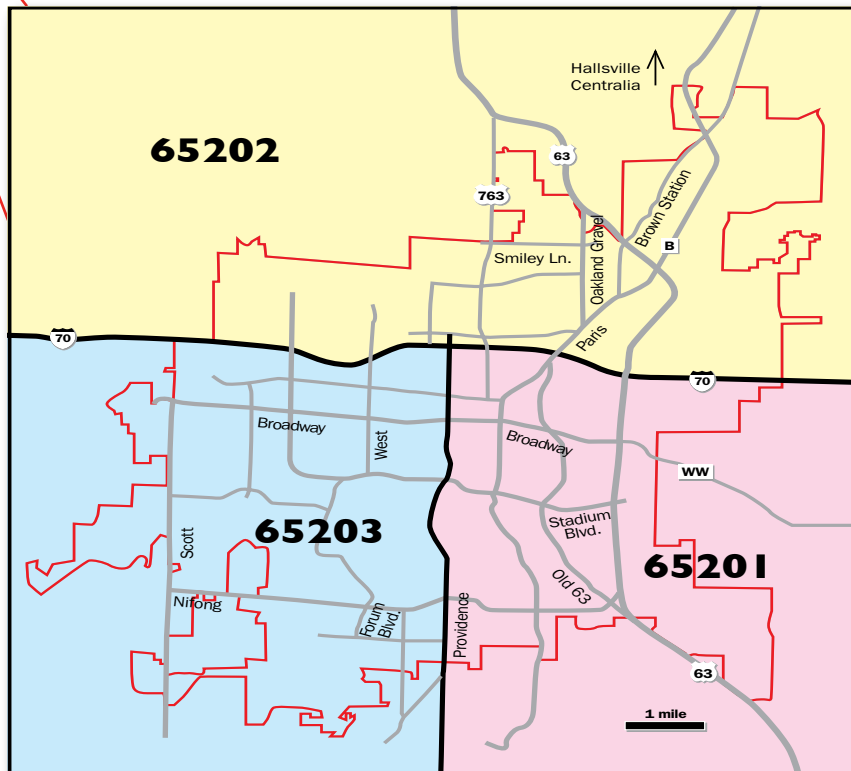
Published Sunday, Tuesday, Wednesday,
Thursday and Friday mornings

6,333

Zip Code
&
City Zoning
Available on
Request



(Includes *exclusive* distribution through University of Missouri faculty & staff campus mail)



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