

VOX

THE VOICE OF COLUMBIA



Vox magazine is ...

- Columbia's leading source of entertainment news
- Distributed on three college campuses (MU, Stephens, Columbia)
- Aimed at Columbia's vibrant youth and young adult market
- Definitive, comprehensive, citywide and progressive
- A product of the Missouri School of Journalism
- The best magazine produced by students in the United States *

VoxMagazine.com is ...

- Home to Columbia's biggest restaurant guide
- Where to find movie times, concert previews, music and movie reviews and event listings
- Where you'll find reader-submitted reviews of local bands, bars, and restaurants
- Updated weekly with stories that don't appear in print
- Visited more than 14,000 times a month
- Where to go to know where to go

* Vox has been named the No. 1 student-produced magazine in the country by the Association for Education in Journalism and Mass Communication for three of the past five years.

VOX & VOXMAGAZINE.COM:
In print Thursdays. Open late on the Web.

573-882-5710



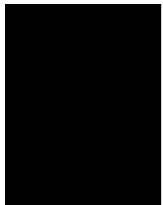
Where's Vox?

- On the Web, at VoxMagazine.com
- In print Thursdays, with more than 12,500 copies inserted in the Missourian and distributed at 230 locations
- On MU's campus, with exclusive distribution rights at 86 locations, including residence halls, fraternities, sororities and classroom buildings
- At 58 downtown locations, including coffeshops, bars, restaurants and clubs
- At 86 other spots in Columbia, including Stephens and Columbia colleges
- Where your customers make entertainment decisions

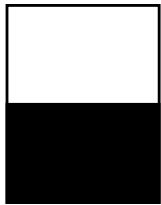
What does it cost to advertise in print?

AD SIZE	OPEN	6 WEEKS	13 WEEKS	26 WEEKS	39 WEEKS	50 WEEKS
Full page	\$480	\$450	\$425	\$400	\$375	\$350
Half page	\$275	\$245	\$230	\$215	\$200	\$185
Quarter page	\$175	\$150	\$125	\$115	\$105	\$99
Eighth page	\$90	\$80	\$75	\$70	\$65	\$59
Sixteenth page	\$60	\$55	\$50	\$45	\$40	\$35
COLOR COST*	\$100	\$75	\$50	\$25	\$10	Free

Full Page
9.67" x 11.375"



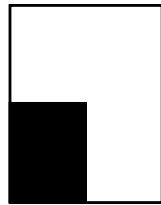
Half Page
9.67" x 5.583"



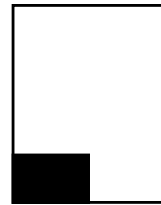
Half Page
4.77" x 11.375"



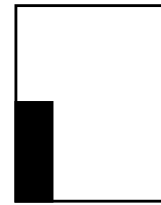
Quarter Page
4.77" x 5.583"



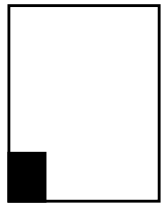
Eighth Page
4.77" x 2.71"



Eighth Page
2.32" x 5.583"



Sixteenth Page
2.32" x 2.71"



What about preprinted inserts?

- Vox charges \$38 per thousand copies for the full press run, or \$40 per thousand for zoned inserts. We can zone inserts for campus, downtown, or other locations. Lower rates available with a signed contract. Call for details.

* Vox can print full color on every page, with no placement restrictions.

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VOX



Visitor stats for VoxMagazine.com

- The Web site has more than 14,000 unique visitors a month, who spend an average of 6:35 on site*
- More than half of all visitors are from Columbia, and more than 40% of those visitors are repeat visitors
- The most visited pages are the home page, with movie times and event listings, and the restaurant guide

VOX from the MISSOURIAN

SEARCH COLUMBIA

Columbia, Missouri, MO, July 20, 2007 / 10:54 a.m.

Log In | Register

Home Vox Archives Missouriian Contact

Letter Arts Music Film/Fare Podcasts Food Blogs
Short Talk Books Screen Features Calendar Highlights


Enter Site Search

SHORT TALK

Hanging out on East campus

Dissecting the urban legends behind shoe slinging

Several responses were accompanied by photos scattered around East campus. There are also shoes suspended on wires that the Wilson and Anthony streets. Although some might assume it's a prank, others are more skeptical. Several urban legends explain what a drooping pair of shoes might mean.



Five Things

Your name here

The Columbia City Council has finally decided to name some of its downtown streets, but the ones they have chosen, such as Shane Eric Wiley, are kind of lame. You, in the interests of good citizenship, have made some suggestions for the names of Columbia's streets.

1. Stone Island Alley
2. Page Avenue
3. Soot Run
4. Dumpster Drive
5. Street to Hell

Events Calendar

Monday, July 23

ACTIVIST: ACROSTIC Meeting Governor - Cherry Street, Midway, FREE

FOOD: What's the Bury? - Columbia Public Library, 100 N. Broadway, FREE

Run through July 20

THEATRE: Angel Wings - Filley Night Concert Series, Stage 100, FREE

Run through July 20

THEATRE: QUEEN: King of the Buns - The Blue Note, \$50

SHORT TALK ARCHIVES

July 19, 2007

Hanging out on East campus

Dissecting the urban legends behind shoe slinging

(Web @Missouri) The sun sets on a hot, busy evening on Rosemary Lane. Matt Marshall sits on his front porch, looks up at a silhouetted telephone wire and sees a pair of shiny silver flatbed hanging next to a worn-out pair of gray soccer cleats. These are just two of the 14 pairs of shoes that adorn this East campus cable. Marshall has lived on Rosemary for more than a year and says the wires have always been home to old tales.

U.S. not measuring up

Give the words an inch, and it will take 1,600 kilometers

America: land of the free and home of the brave? Try land of crazy transportation systems and some of the world's most boring currency. Foreign visitors struggle with the absence of the metric system. Despite the United States' superpower status and go-getter demeanor, it's not quite up to par with the rest of the world in certain areas. In fact, it's these quirks that give foreigners a reason to chuckle at Americans' lack of sensibility when it comes to the little things in life.

Story page ad rates

- Medium rectangle ads are 300 pixels wide and 250 pixels deep. Ads may rotate with up to three other ads.
- Standard rate: \$40/month
- No rotation: \$90/month
- Top spot, no rotation: \$130/month
- Print/Web discount: Take 30% off your Web ad cost when you buy both a print and a Web ad

* Web statistics for Vox and other Missourian products are tracked by Google Analytics

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VOX THE VOICE OF COLUMBIA

Sign in | Register

WebExclusive
 Sound Advice: Interpol
 Sage Francis drops knowledge
 Top five movie future scores
 Hanging out on East campus
 Do-it-yourself home art

MostRead
 1. Let's not talk about sex, baby
 2. The reclassification of rehab
 3. A fire dancing family
 4. Bar bulls out business
 5. Found in translation

Micro

hanging out on East campus

reborn in uniform

Micro

INSIDE VOX

Micro

Small rectangle: 100x150

Medium rectangle: 300x250

Medium rectangle: 300x250

ON THE TOWN

July 2007

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Friday, July 20

11:00 **ACOUSTIC** Woodring
 4.0%
 Geckman

8:00 **Jungle Boogie - Friday Night**
 Concert Series: Boogie
 0.0%
 CPhid

9:00 **Independence Square Art**
 Walk
 0.0%

9:00 **BLUES: King of the Streets**
 0.0%

9:00 **JAZZ: Joel Anderson**
 0.0%

9:00 **ACOUSTIC: Adam Powell**
 0.0%

7:00 **BLUES: Ruben Berry Blues**
 0.0%

9:00 **Cowboy Bill featuring Justin**
 Leen
 0.0%

9:30 **ROCK: The Mother Truckers,**
 Barry, Candace

PAST FEATURES

the wine guide
VOX
 the scouting issue
VOX

ABOUT VOX
 Columbia's city magazine is print every Thursday and open late daily on the web. Copyright 2005. All rights reserved.

DEPARTMENTS

Cover
 Editor's Letter
 Short Talk
 Arts
 Books
 Music
 Nightlife

Screen
 Film Fare
 Features
 Postscript
 Calendar
 Food
 Blog

FRIENDS OF VOX
 Some of our Missouriian partners:

Columbia
MISSOURIAN
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Homepage ad rates

- Homepage ad spaces include medium rectangles, small rectangles and sponsorship micro bars. Limit three advertisers for rotation.
- Medium rectangle rates:
 Standard rate: \$150/month
 No rotation: \$400/month
 Top spot, no rotation: \$500/month
- Small rectangle rates:
 Standard rate: \$80/month
 No rotation: \$200/month
- Micro bar (88x31) rates:
 Standard rate: \$30/month
 No rotation: \$80/month
- Print/Web discount:
 Take 30% off your Web ad cost when you buy both a print and a Web ad

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