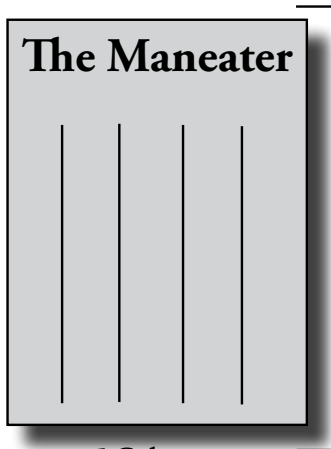


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ADVERTISING RATE CARD 2016-17

PRINT



5 Columns

16 Inches

Print Rates: Local | \$8.00 per column inch

Deadlines: All ads need to be received and paid by Friday at noon the week before the publication date.

Price Breakdown:

Price = Ad size (column x inches) x rate

Examples of three most common ad sizes

1. Large quarter page ad (3 columns x 8 inches) = 24 x 8.00 (standard) = \$192
2. Half page ad (5 columns x 8 inches) = 40 x 8.00 (standard) = \$320
3. Full page ad (5 columns x 16 inches) = 80 x 8.00 (standard) = \$640

Columns/Inches

- 5 Columns = 10.253"
- 4 Columns = 8.169"
- 3 Columns = 6.085"
- 2 Columns = 4.001"
- 1 Column = 1.917"

Inserts

- 1-page = \$65 per 1,000 inserts
- 2-4pages = \$70 per 1,000 inserts
- 5+ pages = \$75 per 1,000 inserts
- *minimum of 3,000, maximum of 6,000

Mail to:

Sedalia Democrat
Attn. Henry Holtzclaw
700 S. Massachusetts
Sedalia, MO 65301

Color Options:

- Grey scale = Free
- Spot color = \$85.00
- 2 - color = \$170.00
- Full color = \$300.00

ONLINE

Banner

728px x 90px

TheManeater.com

Banner:

- 1 week = \$150
- 1 month = \$400

Cubed

- 1 week = \$100
- 1 month = \$300

Cubed

300px x 250px

DAILY NEWSLETTER

Cubed

300px x 250px

- 1 week = \$50
- 1 day = \$10

DISTRIBUTION

6,000 papers FREE

70 Newstands

Across University campus
and downtown Columbia

QUESTIONS? WANT TO ADVERTISE? CONTACT US!

ADVERTISING@THEMANEATER.COM
OR 573-882-5500