



# rural missouri advertising rates

## rates

Size	1x	3x	6x	12x
Column Inch	\$ 350	\$ 340	\$ 333	\$ 315
1/5 Page	\$2,500	\$2,425	\$2,375	\$2,250
1/4 Page	\$3,400	\$3,298	\$3,230	\$3,060
1/2 Page	\$5,800	\$5,626	\$5,510	\$5,220
Jr. Page	\$7,000	\$6,620	\$6,405	\$6,190
Full Page	\$10,600	\$10,282	\$10,070	\$9,540

**Minimum size** - 1 column inch

**Tabloid Size Pages** - 10 5/8 x 14 1/2

**Image Area** - 9 7/8 x 13 1/2 or 59 x 81 picas

**Bleed Size** - 10 3/4 x 15

**Trim Size** - 10 3/8 x 14 1/2

**Binding** - Saddle stitched

## closing dates

Space must be reserved in writing by the 25th, two months preceding publication date. Advertising material is due by the 5th day of the month preceding publication date. Cancellations are not accepted after closing date.

## commissions and payments

20 percent discount offered to Missouri based businesses.

15 percent agency commission to recognized advertising agencies. Advertisers are required to pay in advance until credit is established.

## regional and insert rates

Regional advertising is accepted on half and full page ads.

Rates are available upon request. Insert rates begin at \$35 M.

## classified rates

Classified advertising rate is \$1.85 per word, minimum 20 words. Payment must accompany the ad and it must arrive and be postmarked by the first day of the month prior to publication.

## advertising material

**Digital ad files are required for all advertisements.** Due to variables in equipment, software and fonts, Rural Missouri assumes no responsibility for errors in the output of digital ads.

**Acceptable Formats** • PDF • EPS • Photoshop • Illustrator

**Please be sure that...**

- All colors and photos have been saved in CMYK mode
- All photo scans must be saved at a resolution of 266 dpi.
- Images should be scanned at a resolution of 300 dpi at 100% of the final print size.

## digital edition rates

All Rural Missouri advertiser's websites and e-mails are hyperlinked to the advertiser's home page in the digital edition. Web ads, sponsorships, videos and other additional advertising opportunities are available on our digital edition.

## mechanical requirements



All ads should be made to fit the column widths listed below.

1 column	2 1/4	3 columns	7 1/4
2 columns	4 3/4	4 columns	9 5/8

## general policies

**Contract** - Space covered by contract to be used within one year from date of first insertion. Contracts may be discontinued by either party on 30 days written notice, with payment for space used at the rate and terms covering such used space as printed herein.

**Approval** - All advertising subject to publisher's approval. No alcohol, tobacco, employment, personal, diet/herbal or patent medicine advertising accepted.

New accounts must be paid in advance.

**Advertiser's Responsibility** - All advertisements accepted and published entirely on the representation of the advertiser or his agent that they are properly authorized to use and publish all material in said advertisement; and publisher accepts all advertising copy on the understanding that the advertiser and his agent agree to indemnify and protect the publisher from all claims and expenses whatsoever that may arise from any use or alleged misuse or unauthorized use from any materials in said advertisements.