



St. Louis

Please refer to usspi.com for the most current version of our market sheets.

	Open Inch Rate	Circulation		PRIZM Target Group
		ROP	Insert	
1. St. Louis American	\$80.00	65,641	70,000	
A. St. Louis American (Th)		65,641	70,000	3

All papers are broadsheet.

<p>Publisher by County</p> <p>St. Louis County</p> <p>1. St. Louis American</p> <p>St. Louis City</p> <p>1. St. Louis American</p>

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In addition to USSPI's complete market package (rates below), PRIZM selected networks available on request for both ROP and pre-prints. Let us tailor a custom buy designed to reach just your targets. Call your USSPI representative for details.

R.O.P. INFORMATION

Circulation: 65,641

Inch Rate: \$58.00

Color Charges

Savings vs. Open Rates: 27.5%

B&1C	B&2C	B&3C
\$350	\$820	\$820

Sample Ad Sizes

Size	Cost	Size	Cost	Size	Cost	Size	Cost
Full Page	7,308.00	4x18	4,176.00	3x7	1,218.00	1xFD	1,218.00
FWx18	6,264.00	4x15.75	3,654.00	3x5.25	913.50	1x18	1,044.00
FWx14	4,872.00	4x14	3,248.00	2xFD	2,436.00	1x15.75	913.50
FWx10.5	3,654.00	4x13	3,016.00	2x18	2,088.00	1x14	812.00
FWx7	2,436.00	4x10.5	2,436.00	2x15.75	1,827.00	1x13	754.00
5xFD	6,090.00	4x7	1,624.00	2x14	1,624.00	1x10.5	609.00
5x18	5,220.00	4x5.25	1,218.00	2x13	1,508.00		
5x15.75	4,567.50	3xFD	3,654.00	2x10.5	1,218.00	PLEASE NOTE: Smaller ad sizes accepted at 10.5" cost.	
5x14	4,060.00	3x18	3,132.00	2x7	812.00		
5x13	3,770.00	3x15.75	2,740.50	2x5.25	609.00		
5x10.5	3,045.00	3x14	2,436.00	2x3.5	609.00		
5x7	2,030.00	3x13	2,262.00	2x3	609.00		
4xFD	4,872.00	3x10.5	1,827.00	2x2	609.00		

Note: Sizes listed above may not be available in all newspapers; each publisher's open rate is subject to change.

ROP Material Requirements: – Call USSPI for production information.

ROP Requirements : – Ads ordered more than 18 inches deep will be charged for full depth in broadsheets.
– Minimum ad size 10.5".

INSERT INFORMATION

Circulation: 70,000

Size	CPM	Cost	Size	CPM	Cost
Single Sheet	\$55.50	\$3,885.00	20 page	\$61.70	\$4,319.00
4 Page	56.75	3,972.50	24 page	62.90	4,403.00
8 Page	57.95	4,056.50	28 page	64.10	4,487.00
12 Page	59.10	4,137.00	32 page	65.20	4,564.00
16 Page	60.30	4,221.00	36 page	66.40	4,648.00

Additional Sizes Available.

Insert circulation based on press run figures.