



Serving the Greater St. Louis Metro Area and Beyond Since 1991

ST. LOUIS METROVOICE ADVERTISING RATE CARD

Phone: (636) 936-8119

E-mail: stlmv@sbcglobal.net

Web site: www.metrovoice.net

BLACK & WHITE DISPLAY ADVERTISING RATES

(Costs Per Issue)

TO ADD COLOR TO ANY SIZE AD PLEASE SEE PAGE 2 OF THE RATE CARD

Ad Size	1 Issue	3 Issues	6 Issues	12 Issues
Business Card	\$ 130.00	120.00	110.00	90.00
1/12 Page	275.00	250.00	225.00	175.00
1/6 Page	375.00	350.00	325.00	275.00
1/4 Page	475.00	450.00	425.00	375.00
1/3 Page	575.00	550.00	525.00	475.00
Jr. Page	675.00	650.00	625.00	575.00
1/2 Page	850.00	800.00	775.00	700.00
3/5 Page	1,100.00	1,025.00	975.00	900.00
Full Page	1,450.00	1,350.00	1,275.00	1,200.00

ABOVE RATES ARE FOR CAMERA READY ADS – NON CAMERA READY ADS ARE SUBJECT TO PRODUCTION CHARGES

PROFESSIONAL DIRECTORY ADVERTISING RATES

(Costs Per Issue)

	1 Issue	3 Issues	6 Issues	9 Issues	12 Issues
Pro-Display	\$60.00	57.00	54.00	51.00	48.00
Pro-Line List	30.00	28.50	27.00	25.50	24.00

Professional Directory ads are classified by profession or business category and appear only in the Professional Directory. Appropriate headings are determined by the publisher. Professional Directory ads are invoiced on a quarterly basis in advance of publication.

Pro-Display ads measure 2" deep by 1-7/8" wide and may include a border, logo, photo and copy. These ads may be increased in depth by 1/2" increments for \$15 per half inch and must be submitted camera ready or be subject to a \$25 production charge. **NOTE: Above prices are for Black & White ads. Add \$5 per month to above prices for full color.**

Pro-Liner ads measure approximately 1" deep by 1-7/8" wide and include 5 lines of copy with approximately 28-30 characters per line. Additional lines may be added for \$6 per line. There is no charge for production of Pro-Liner ads.

DISPLAY AD MECHANICAL REQUIREMENTS

Camera ready ads must be submitted in accordance with the following dimensions:

Display Ad Formats	Depth		Width
Full Page	15-3/4"	X	10"
3/5 Pg. Vertical	15-3/4"	X	5-15/16"
3/5 Pg. Horizontal	9-1/2"	X	10"
1/2 Pg. Horizontal	8"	X	10"
Jr. Pg. Vertical	10"	X	5-15/16"
Jr. Pg. Horizontal	6"	X	10"
1/3 Pg. Vertical	8"	X	5-15/16"
1/3 Pg. Horizontal	4-7/8"	X	10"
1/4 Pg. Vertical	10"	X	3-7/8"
1/4 Pg. Horizontal	6-5/8"	X	5-15/16"
1/6 Pg. Vertical	6"	X	3-7/8"
1/6 Pg. Horizontal	4"	X	5-15/16"
1/12 Pg. Vertical	4"	X	3-7/8"
1/12 Pg. Horizontal	2-1/2"	X	5-15/16"
Bus. Card Vertical	4"	X	1-7/8"
Bus. Card Horizontal	2"	X	3-7/8"
Pro-Display 2" Ad	2"	X	1-7/8"

PRODUCTION INFORMATION

Ad creation/production services are \$75 per hour.

ADDING COLOR TO ADS

Add the below amount to the cost of the ad for color:
 Business Card: \$20 ** 1/12 & 1/6 Pages: \$50
 1/4 & 1/3 Pages: \$75 ** Jr. Page: \$100 ** 1/2 Page: \$125
 3/5 Page: \$150 ** Full Page: \$200

NOTE: Color ads must be provided as C-Y-M-K

Special placement of ads on specific pages available at:
 Interior pages.....Published ad rates plus 15%
 Back cover.....Published ad rates plus 20%

MetroVoice accepts the following electronic ad formats: Adobe PDFs (with fonts embedded), Illustrator (with Illustrator editing capabilities preserved), and PhotoShop files (with text on a separate layer). To ensure text and graphic editing capabilities, please send all fonts used in the ad along with the file. Photos, logos and other graphics should be sent as JPEG, TIFF, PhotoShop, Illustrator or PDF files at the highest possible quality (300 dpi or higher for color or black & white).

Column widths: 1 column wide = 1-7/8" * 2 columns wide = 3-7/8" * 3 columns wide = 5-15/16" * 5 columns wide = 10"

PRE-PRINTED INSERTS

Pre-printed materials may be inserted in the MetroVoice for \$75 per thousand plus shipping if applicable. Size of insert may not exceed 8 1/2" by 11" when folded or in single sheet form. Please call (636) 936-8119 for specific deadline dates and shipping instructions.

GENERAL INFORMATION

Payment for Advertising and Liability for Payment: First time display advertisers and Professional Directory advertisers are required to pay in advance of publication of their first ad. Professional Directory ads are invoiced on a quarterly basis. Display ads are invoiced on a monthly basis. Terms of payment for advertising are upon receipt of invoice. Payments past due will be charged 1.5% interest on the unpaid balance for each month overdue. MetroVoice may hold advertiser and its agency jointly and individually liable for advertising costs and collection of past due amounts to include collection agency fees, court costs and attorney's fees. Early payment and ad agency discounts or ad agency commissions are not allowed.

Ad Rate Frequency Discounts: Ads must be published within one year of their first insertion to earn frequency discounts. To qualify for a 12-time rate ads must run in 12 consecutive issues.

Cancelled or Unfulfilled Advertising Agreements: Ad agreements which are cancelled by the advertiser or fail to be completed by the advertiser shall be short-rated to the next lowest rate earned.

Publisher's Liability: Liability for errors, omissions or delays in placement of ads shall be limited to the cost of the space paid for and occupied by any ad. Advertisers and agencies will indemnify, defend and hold harmless the publisher from any claim and all loss, expense or liability arising out of the publication of any advertisement. MetroVoice shall not be held responsible for printing errors beyond its control or errors in camera ready ads provided by clients.

Publisher's Approval: The publisher has the right to approve all ads in advance of publication and may refuse to place any ad or alter any ad which does not conform to MetroVoice printing and quality standards. Publication of any advertisement in the MetroVoice does not constitute an endorsement of any view points, products, services or businesses advertised.

Address all correspondence to:
 E-mail: stlmv@sbcglobal.net

THE ST. LOUIS METROVOICE
P.O. BOX 1533, ST. PETERS, MO 63376

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