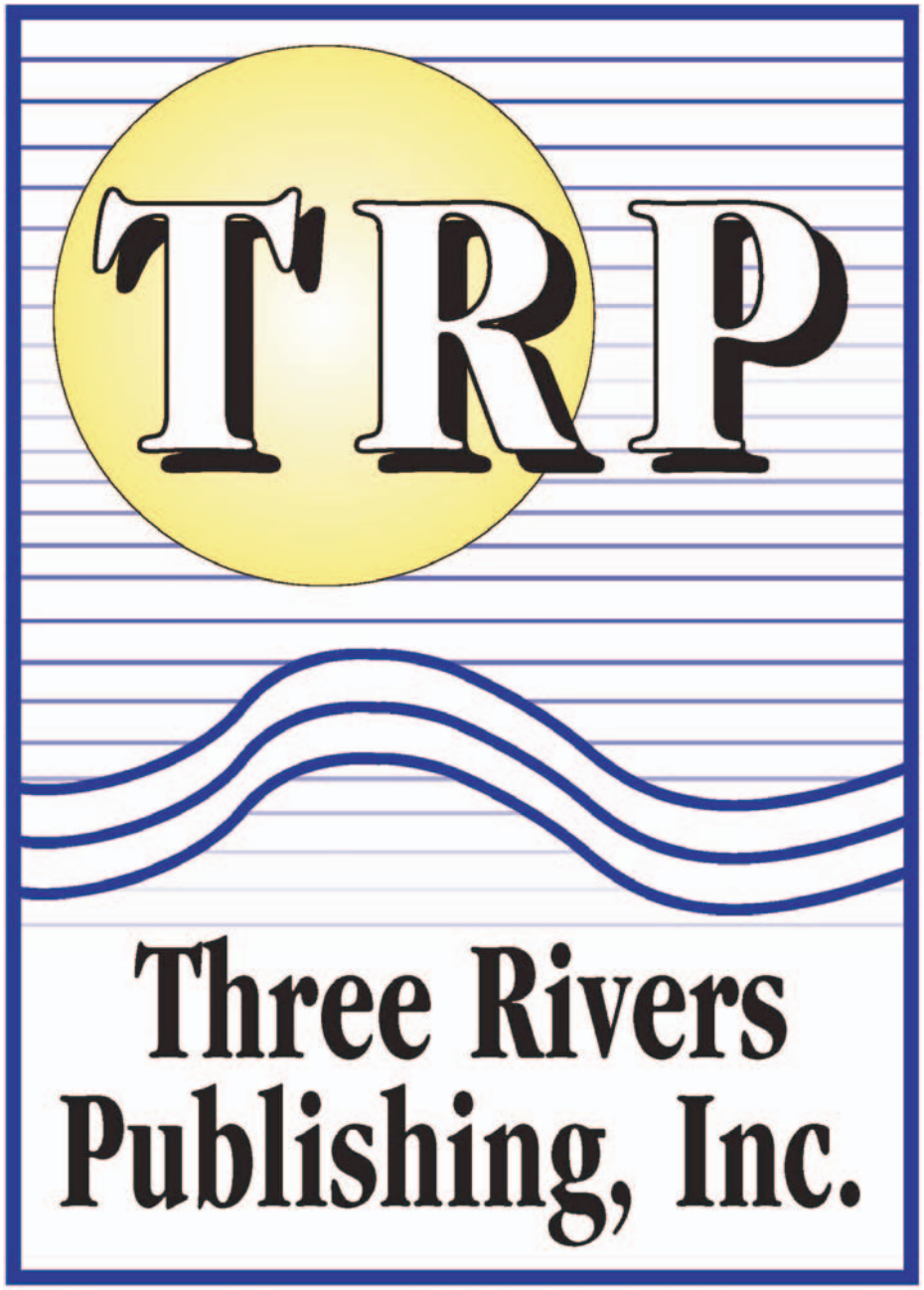


# Media Kit

Advertising
and Marketing
Information

**Cuba Free Press**
**573-885-7460**

**Saint James Press**
**573-899-2345**

**Steelville Star-Crawford Mirror**
**573-775-5454**

Rob Viehman • President and Publisher

www.threeriverspublishing.com

# Let's Keep Growing Together!

## Our area is one of the fastest growing regions in the state and we are here to help make sure your business grows right along with it.

Crawford and Phelps Counties have a lot to offer for both young and old alike, whether you live in Bourbon, Cuba, St. James, Steelville or some other rural area. It's a great place to live, a great place to raise a family and great place to do business.

We at the Cuba Free Press, Saint James Press and Steelville Star-Crawford Mirror are proud to be a vital part of this wonderful, growing community. Our three weekly newspapers, along with The Extra Plan, can provide your business with total market coverage of Crawford County and eastern Phelps County, delivering your advertisement to more than 18,000 homes every week. No other publications can do that!

We can also bring your ad to subscribers and non-subscribers alike via the Internet with our website, which had nearly 400,000 visitors in 2008. We are also proud to offer a wide variety of business and marketing services, including custom printing, logo design, digital photography and more.

See us for all your marketing needs and **Let's Keep Growing Together**.


**Cuba Free Press**
573-885-7460 • FAX: 573-885-3803
PO Box 568, 501 E. Washington Blvd.
Cuba, MO 65453
e-mail: smorice@cubafreepress.com
Sandy Morice, Advertising
rapp@cubafreepress.com
Kelli Rapp, Advertising

**Saint James Press**
573-899-2345 • FAX: 573-899-2346
PO Box 428, 120 S. Jefferson, Suite 107
St. James, MO 65559
e-mail: rshields@saintjamespress.com
Roberta Shields, Advertising

**Steelville Star-Crawford Mirror**
573-775-5454 • FAX: 573-775-2668
PO Box BG, 103 W. Main St.
Steelville, MO 65565
e-mail: dforbes@steelvillestar.com
Dailene Forbes, Advertising

# We Deliver Your Market Area

Get your share of this $325 million market with the help of the Cuba Free Press, Saint James Press, Steelville Star-Crawford Mirror, The Extra Plan and www.threeriverspublishing.com

## Cuba Free Press

*Serving Cuba, Bourbon, Leasburg and North Crawford County, Missouri.*

**Paid Circulation—3,450**

## Saint James Press

*Serving St. James and Eastern Phelps County, Missouri.*

**Paid Circulation—2,000**

## Steelville Star-Crawford Mirror

*Serving Steelville, Viburnum and South Crawford County, Missouri*

**Paid Circulation—2,250**

## The Extra Plan

*Total Market Coverage of Crawford County when combined with the Free Press and Star-Mirror and St. James when combined with the Saint James Press.*

**Free Circulation—11,000**

# *Local Advertising Rates*

### ROP Display Advertising

Open (per col. inch)

| | |
|---|---|
| Any One Paper | $5.25 |
| Any Two Papers | $8.75 |
| Any Three Papers | $11.00 |
| All Four Papers | $12.00 |
| All Four Papers & Website | $13.00 |

### Classified Advertising

(per col. inch)

| | |
|---|---|
| Any One Paper | $5.50 |
| Any Two Papers | $9.00 |
| Any Three Papers | $11.25 |
| All Four Papers | $12.25 |
| All Four Papers & Website | $13.25 |
| Per Word ($6.00 minimum) | 50¢ |

***Word classifieds placed in any of our publications will appear in all four papers and on our website at no additional charge!***

Color Advertising Service Charges: One Color-$150; Four Color-$200

Advertising Deadline: 1 p.m. Monday

# Advertising Insert Rates & Information

We can give you complete coverage of the Crawford County and St. James markets at the most economical cost to you.

## *Non-Commissionable Advertising Insert Rates*

*Cuba Free Press—Saint James Press—Steelville Star-Crawford Mirror—The Extra Plan*

| Tab pages or equivalent | Up to 3,000 | 3,001-6,000 | 6,001-12,000 | 12,001 or more | Total Coverage 15,200 |
|---|---|---|---|---|---|
| **up to 8** | **8¢** | **7.5¢** | **7¢** | **6.5¢** | **$988** |
| **12** | **8.5¢** | **8¢** | **7.5¢** | **7¢** | **$1,064** |
| **16** | **9¢** | **8.5¢** | **8¢** | **7.5¢** | **$1,140** |
| **20** | **9.5¢** | **9¢** | **8.5¢** | **8¢** | **$1,216** |
| **24** | **10¢** | **9.5¢** | **9¢** | **8.5¢** | **$1,292** |

## *Compare our rates to the U.S. Postal Service*

| Tab pages or equivalent | Up to 3,000 | 3,001-6,000 | 6,000 or more | Total Coverage 15,200 |
|---|---|---|---|---|
| **8** | **28.8¢** | **28.8¢** | **28.8¢** | **$4,377.60** |

*To do your own bulk mailing, you must also pay a $150 permit application fee, a $150 annual permit fee and presort all your pieces by zip code.*

***Insert your pre-printed ads with us and save!***

### Inserts Needed

Free Press, Press, Star & Extra . . . .15,200
Cuba Free Press only . . . . . .2,300
Steelville Star only . . . . . .1,300
Saint James only . . . . . .4,400
Extra Plan only . . . . . .7,238
Free Press & Extra North . . . . . .7,608
*(Includes Cuba, Bourbon and Leasburg)*
Star & Extra South . . . . . .3,230
*(Includes Steelville, Cook Station, Wesco, Cherryville and Davisville)*

# Advertising, Marketing, Printing

Do you need to place a legal advertisement? Starting your own website? Need business cards or invoices? How about a four-color brochure? We can help!

## Legal Advertising

*The Cuba Free Press and Steelville Star-Crawford Mirror can both meet your legal advertising requirements in Crawford County.*

### *Legal Advertising Rates*

*For Cuba Free Press or Steelville Star*

**Boxed Display Ads**

Open (per col. inch) . . . . . .$5.25

**Classified Words Ads**

Per Word . . . . . .40¢

*All legal rates include a notarized affidavit of publication and tear sheets.*

## Digital Services

*We can meet any of your digital requirements, including: digital photography, CD burning, scanning photos, creating logos, and more. Be sure to call us for any of your digital needs.*

## Internet Advertising

*Bring more people to your website with a banner, button or in-story ad on threeriverspublishing.com*

**More than 60,000 web visitors will see your ad each month!**

**Banner Ads**

Top of Home page (rotating) . . . . . .$325/13 weeks
Bottom of Home page and
all other pages (rotating) . . . . . .$208/13 weeks
Specialty Page (Obits, Sports, etc.) . . . .$78/13 weeks

**Button Ads**

All pages (rotating) . . . . . .$156/13 weeks

**In-story Ads**

All news pages (rotating) . . . . . .$1 per column inch for any ad you run in our newspapers. $10 minimum.

Auctions—Have your auction placed on our auction page for a one-time fee of $20 per auction. Auctions may be posted as many as 30 days prior to the sale.

## Full-Service Printing

*We offer quality printing with quality service for everything from business cards and forms to full-color brochures, posters and books.*

### *Printing Rates*

**Business Cards**

500 (one color) . . . . . .$27.50
1,000 (one color) . . . . . .$32.50
500 (two colors) . . . . . .$38.50
1,000 (two colors) . . . . . .$44.50

**Two-Part Invoices and Forms**

1,000 (8 1/2 X 11) . . . . . .$126.00
2,000 . . . . . .$200.00
5,000 . . . . . .$418.00

**Circulars and Posters**

250 (11 X 17) . . . . . .$72.84
500 . . . . . .$86.00
1,000 . . . . . .$92.40

*Prices may vary depending on the amount of typesetting required. Be sure to contact our Cuba office for a quote on your custom printing.*

We also can provide you with wedding invitations and announcements, self-inking stamps, custom mugs, pens & pencils and more to meet your marketing needs.

# Advertising Guidelines & Info

## Credit Policy

All new customers must complete a credit application in order to establish an account. All advertising and printing costs must be paid in advance until credit has been established. All political and going-out-of-business advertising and printing must be paid for in advance.

## Liability for Error

The publisher shall not be liable for typographical errors or minor changes that do not lessen the value of an advertisement. The publishers' liability for all advertisement errors and omissions is limited to publication of the advertisement in a subsequent issue or the refund of money paid for the advertisement.

## Indemnification

The Publisher reserves the right to refuse any advertising, including the right to do so after the ad has been accepted for publication but before publication occurs. The Advertiser's sole remedy for such refusal shall be the refund of the funds paid to purchase the ad. Advertisements are accepted by the publisher upon the representation that the agency and/or advertiser is authorized to publish the contents and subject matter of the advertisement and that it is not libelous or does not infringe on the privacy of any individual or entity. All advertisements are accepted and published by the Publisher upon the representation that the agency and/or Advertiser will indemnify and hold harmless the Publisher from any loss or expense, including the cost of defense and any settlement and/or judgment resulting from claims based upon the contents of any advertisement, including claims or suits for defamation, libel, violation of right of privacy, plagiarism or copyright infringement. All advertisements created by the Publisher are not considered a "work made for hire" and the Publisher retains the copyright to all advertisements created by the Publisher for the Advertiser. The advertisement may not be reproduced without the written permission of the Publisher.

## Proofs

Proofs will be furnished, upon request, to advertisers prior to publication. When ad proofs are provided, the responsibility for the correctness of the advertisement or printing becomes that of the customer.

## Position Request

All efforts will be made to meet requests for placement in the paper on specific pages, with the size of the advertisement determining position priority. Failure to meet position requirements will not constitute cause for a reduction or refund.

## Public Service Rate

Local public service organizations may purchase display advertising at a rate of 40 percent off local advertising rates when promoting non-profit, fund-raising events. The group's non-profit tax identification number must be submitted in order to receive this discount.

## Composing Services

All speculative advertising layouts will remain the property of the publishers. If an advertiser cancels an ad after it has been scheduled to run and produced, the publisher reserves the right to recover the cost of producing the ad at a rate of $20 per hour.

## PDF Advertising Copy

All advertisements submitted for publication in PDF form will be given a 10 percent discount off local advertising rates. All discounts must be requested at the time the advertising is placed.

## Advertising Discounts

Advertisers who agree, by contract, to purchase advertising will be given the following discounts.

### Three-Month Contract

60 Col. Inches Per Month . . . . . .5%
120 Col. Inches Per Month . . . . . .10%
240 Col. Inches Per Month . . . . . .15%

### Six-Month Contract

60 Col. Inches Per Month . . . . . .10%
120 Col. Inches Per Month . . . . . .15%
240 Col. Inches Per Month . . . . . .20%

### One-Year Contract

60 Col. Inches Per Month . . . . . .15%
120 Col. Inches Per Month . . . . . .20%
240 Col. Inches Per Month . . . . . .25%

## Contract Advertising

Advertisers may receive direct discounts for guaranteed volume advertising purchases (see chart above). In the event the advertiser does not purchase the space contracted for, the publisher may remove all discounts. The publisher reserves the right to change rates and conditions of contract advertising upon 30 days notice.

## Business Directory

All business directory advertising must be paid for in advance for a period of 13 weeks in order to receive the discounts given at each publication. See your advertising managers for current business directory rates.

# Internet Advertising

## Let Our Traffic Increase Your Traffic

Our combined website, www.threeriverspublishing.com, receives an average of more than 30,000 visitors every month. That's more than 7,700 visits per week. Those visitors record an average of 230,000 page views each month. We also now have nearly 900 registered users for our site.

Why are people visiting threeriverspublishing.com? Because they know it is the only location on the Internet that provides them with local news and information about Cuba, Bourbon, Saint James and Steelville. For those using our site, it has become the way they keep informed about their community and they return again and again to keep abreast of what's happening around the area.

Would you like to increase the exposure of your website by 7,700 people per week? You can by placing a banner or button ad on our website.

## Internet Advertising Possibilities

Banner ads: Our banner ads are approximately five-inches wide and one-inch tall (360x72 pixels at 72dpi). You can submit them or we will create one for you at no additional charge. Each banner ad has a click-through link which takes visitors to your website.

Button ads: These work like the banner ads, but are approximately 1.75 inches square (126x126 pixels).

Display ads: Let us post any display advertisement appearing in our newspapers for up to one month for an extra $1.00 per column inch ($10 minimum).

## *Internet Advertising Rates*

*For threeriverspublishing.com*

### Banner Ads

Top of Home page (one ad only) . . . . . .$120/month
Bottom of Home page and
all other pages (rotating) . . . . . .$80/month
Specialty Page (Obits, Sports, etc.) . . . . . .$30/month

### Button Ads

All pages (rotating) . . . . . .$60/month

### Or...Pay By the Impression

All pages (rotating) . . . . . .$1.00/thousand

## Details

- All web ads will be placed on the page and displayed on an automatic rotating basis as space permits. There is a limit of two banner ads and four button ads per page during any given page view.
- The content of the ad can be changed once per quarter for free, or any time for a fee of $10.
- All ads will be placed for a minimum of three months.
- All ads will be billed monthly.
- All ads will continue to run each quarter unless the customer notifies us to remove their ad from our website.

## Other Opportunities

In addition to placing banner and button ads on our website, you may also want to consider these alternatives:

Auctions—Have your auction placed on our auction page for a one-time fee of $20 per auction. Auctions may be posted as many as 30 days prior to the sale.

Links—From our Links page, we'll add a link to your website for just $10 per month, paid in advance, for minimum of six months.

## Print Promotion

All banner and button ads and link listings that appear on our website will also appear monthly in our web promotion ad that runs in the Cuba Free Press, Steelville Star-Crawford Mirror and The Extra, thus giving your website even more exposure.

**SIZE OF BANNER AD**

**SIZE OF BUTTON AD**

# We Deliver Your Market Area

Get your share of this $325 million market with the help of the Cuba Free Press, Saint James Press, Steelville Star-Crawford Mirror, The Extra Plan and www.threeriverspublishing.com

## *National Advertising Rates*

### ROP Display Advertising

Open (per col. inch)

| | |
|---|---|
| Any One Paper | $6.75 |
| Any Two Papers | $9.70 |
| Any Three Papers | $11.70 |
| All Four Papers | $12.50 |
| All Four Papers & Website | $13.50 |

### Classified Advertising

(per col. inch)

| | |
|---|---|
| Any One Paper | $7.00 |
| Any Two Papers | $10.00 |
| Any Three Papers | $12.00 |
| All Four Papers | $12.75 |
| All Four Papers & Website | $13.75 |
| Per Word ($6.00 minimum) | 50¢ |

***Word classifieds placed in any of our publications will appear in all four papers and on our website at no additional charge!***

Color Advertising Service Charges: One Color-$150; Four Color-$200

Advertising Deadline: 1 p.m. Monday

## Cuba Free Press

*Serving Cuba, Bourbon, Leasburg and North Crawford County, Missouri.*

**Paid Circulation—3,250**

## Saint James Press

*Serving St. James and Eastern Phelps County, Missouri.*

**Paid Circulation—2,000**

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**Paid Circulation—2,250**

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*Total Market Coverage of Crawford County when combined with the Free Press and Star-Mirror*

**Free Circulation—11,000**