Media Kit

TRP

Three Rivers Publishing, Inc.

Bourbon Beacon
573-732-3453

Cuba Free Press
573-885-7460

Saint James Press
573-899-2345

Steelville Star-Crawford Mirror
573-775-5454

The Extra Plan
573-885-7460

Advertising and Marketing Information

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 Bourbon Beacon, Cuba Free Press, Saint James Press and Steelville Star-Crawford Mirror are proud to be a vital part of this wonderful, growing community. Our four 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 more than 1 million visitors in 2012. 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**.

Bourbon Beacon
573-732-3453 • FAX: 573-732-3452
PO Box 187, 251 E. Pine Street
Bourbon, MO 65441
e-mail: rapp@bourbonbeacon.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

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

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 Bourbon Beacon, Cuba Free Press, Saint James Press, Steelville Star-Crawford Mirror, The Extra Plan and www.threeriverspublishing.com.

Bourbon Beacon

Bourbon, Leasburg and Northeastern Crawford County, Missouri.

Initial Free Circulation—3,000

Cuba Free Press

Serving Cuba, Leasburg and Northern 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 Southern Crawford County, Missouri

Paid Circulation—2,250

The Extra Plan

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

Free Circulation—11,000

Local Advertising Rates

ROP Display Advertising

Open (per col. inch)

Any One Paper	$5.50
Any Two Papers	$9.00
Any Three Papers	$11.50
Any Four Papers	$13.00
All Five Papers	$13.50
All Five Papers & Website	$14.50

Classified Advertising

(per col. inch)

Any One Paper	$5.75
Any Two Papers	$9.25
Any Three Papers	$11.75
Any Four Papers	$13.25
All Five Papers	$13.75
All Five Papers & Website	$14.75
Per Word ($6.00 minimum)	60¢

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

Full-Color Advertising: $1.25 per column inch, per paper ($25 minimum, $150 maximum)

Advertising Deadline:
Noon Monday

Special Discounts for Special Sections

We publish several special sections each year, highlighting unique topics important to our readers from wedding planning to the outdoors. To simplify the design of these sections, we offer discounts for ads in six specific sizes. Most of these special sections are also available as an electronic edition and can be viewed by the public for free for up to a year on our website.

Broadsheet Discounts

Single Paper Special Sections

FULL PAGE . . . . . .20 percent off
6 columns wide by 21 inches tall

THREE QUARTER PAGE . . . . . .17.5 percent off
6 columns wide by 15.75 inches tall

HALF PAGE . . . . . .15 percent off
6 columns wide by 10.5 inches tall

QUARTER PAGE . . . . . .12.5 percent off
3 columns wide by 10.5 inches tall

3 columns by 5.25 inches . . . . . .10 percent off

2 columns by 5.25 inches . . . . .7.5 percent off

3 columns by 2.5 inches . . . . . .5 percent off

2 columns by 2.5 inches . . . . . .2.5 percent off

ALL OTHER SIZES . . . . . .Regular rates

Color per ad an additional $1.25 per column inch, $25 minimum, as space is available.

Tabloid Discounts

Four Paper Special Sections

FULL PAGE . . . . . .20 percent off
5 columns wide by 11.5 inches tall

THREE QUARTER PAGE . . . . . .17.5 percent off
5 columns wide by 8.625 inches tall

HALF PAGE . . . . . .15 percent off
5 columns wide by 5.75 inches tall

3 columns by 5.25 inches . . . .12.5 percent off

QUARTER PAGE . . . . . .10 percent off
2.5 columns wide by 5.75 inches tall

2 columns by 5.25 inches . . . . .7.5 percent off

3 columns by 2.5 inches . . . . . .5 percent off

2 columns by 2.5 inches . . . . . .2.5 percent off

ALL OTHER SIZES . . . . . .Regular rates

All tabloid sections will run in the Beacon, Free Press, Press, Star and on our website.

Our ad width dimensions are as follows:

1 column	2 columns	3 columns	4 columns	5 columns	6 columns
1.833 inches	3.792 inches	5.75 inches	7.708 inches	9.667 inches	11.625 inches

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.

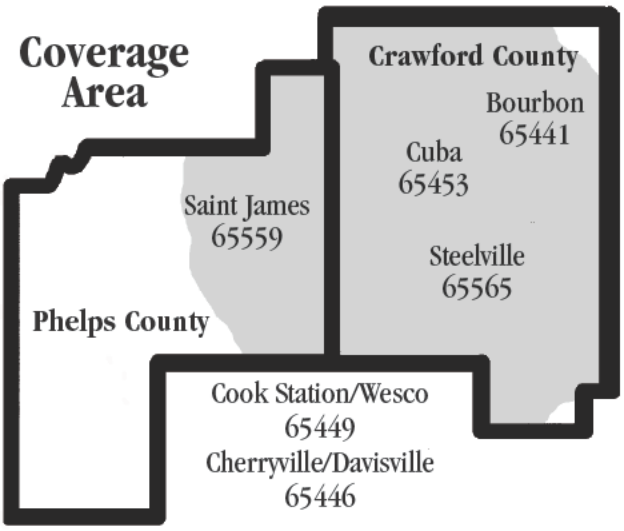
Non-Commissionable Advertising Insert Rates

Bourbon Beacon—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**

Inserts Needed

Beacon, Free Press, Press, Star & Extra 15,200
Bourbon Beacon only 3,400*
Cuba Free Press only 2,300
Steelville Star only 1,300
Saint James only 4,400
Extra Plan only 7,238
Beacon, Free Press & Extra North 7,608
(Includes Cuba, Bourbon and Leasburg)
Star & Extra South 3,230
*(Includes Steelville, Cook Station, Wesco, Cherryville and Davisville) * through 01/13*



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!

Advertising, Marketing, Printing

Do you need to place a legal advertisement? Want to advertise on the Internet? Need business cards or invoices? How about a four-color brochure? We can help!

Legal Advertising

The Cuba Free Press, Saint James Press and Steelville Star can meet your legal advertising requirements in Crawford and Phelps counties.

Legal Advertising Rates

For Cuba Free Press Saint James Press or Steelville Star

Boxed Display Ads

Open (per col. inch) $5.75

Classified Words Ads

Per Word . . . . . 45¢

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

Internet Advertising

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

More than 100,000 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.

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.

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.

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.

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.

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.

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.

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%

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.

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.

Internet Advertising

Do you need to bring more people to your website?
There's no better way to do that than advertising on our website!

Let Our Traffic Increase Your Traffic

Our combined website, www.threeriverspublish-ing.com, receives an average of more than 100,000 visitors every month. That's more than 25,000 visits per week. Those visitors record an average of approximately 1 million page views each month. We also now have nearly 2,000 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 25,000 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

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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.

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.

SIZE OF BANNER AD

360X72 pixels at 72 dpi

BUTTON AD

126X126 pixels at 72 dpi

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	$7.00
Any Two Papers	$10.50
Any Three Papers	$13.00
Any Four Papers	$14.50
All Five Papers	$15.00
All Five Papers & Website	$16.00

Classified Advertising

(per col. inch)

Any One Paper	$7.25
Any Two Papers	$10.75
Any Three Papers	$13.25
Any Four Papers	$14.75
All Five Papers	$15.25
All Four Papers & Website	$16.25
Per Word ($6.00 minimum)	60¢

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

Full-Color Advertising: $1.25 per column inch, ($25 minimum, $150 maximum)

Advertising Deadline:
Noon Monday

Bourbon Beacon

Bourbon, Leasburg and Northeastern Crawford County, Missouri.

Initial Free Circulation—3,000

Cuba Free Press

Serving Cuba, Leasburg and Northern 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 Southern Crawford County, Missouri

Paid Circulation—2,250

The Extra Plan

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

Free Circulation—11,000