

St. Louis Call

Serving South St. Louis County

In the Mail and Online 24/7 at www.callnewspapers.com



MAILED WEEKLY*

- Oakville Zone
- Concord Zone
- SunCrest Zone
- Green Park Zone

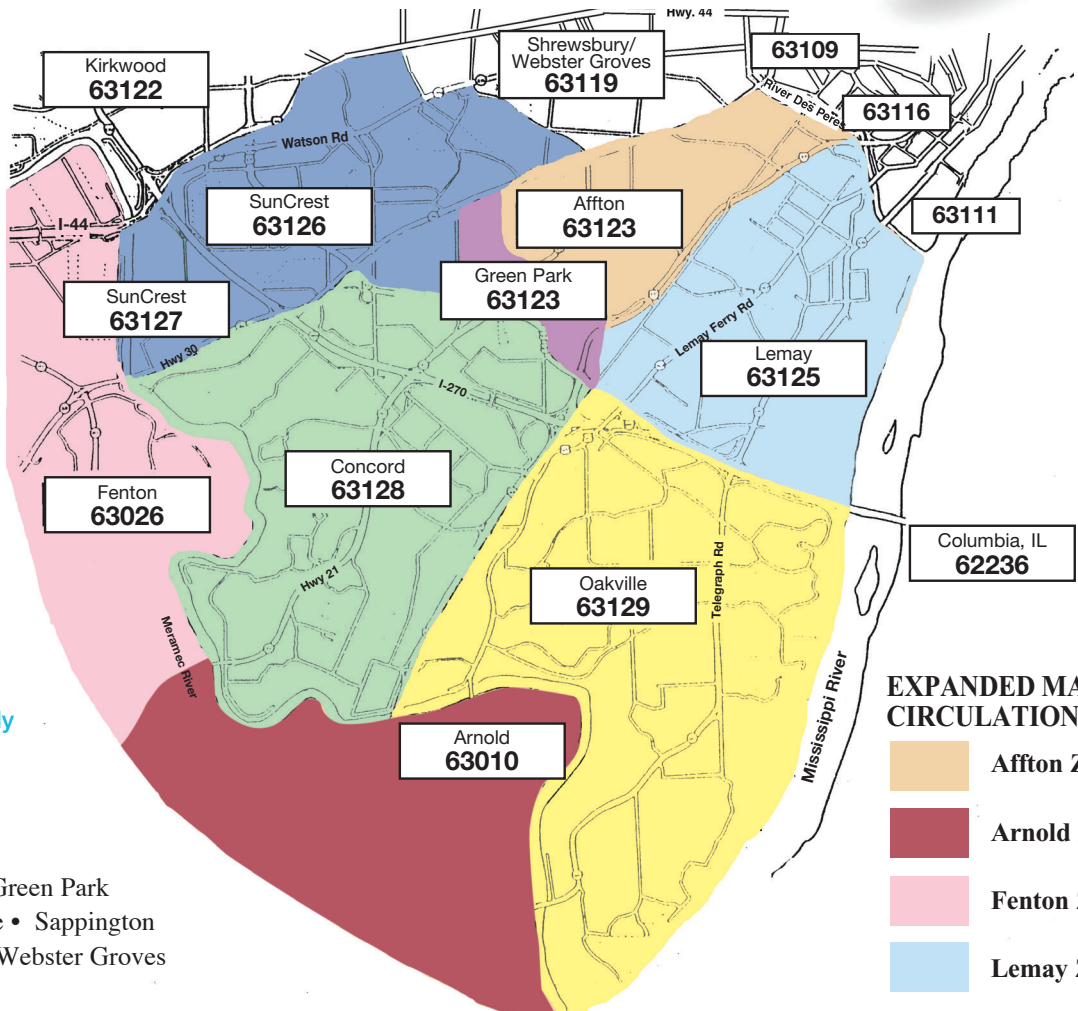
* Full Mail circulation every month. Expanded Mail circulation 5 times a year: April 1, May 27, September 30, October 28 and November 25. Partial Mail all other weeks. See key below.

Up to **250,000** Readers Mailed Monthly

250,000 Pageviews Quarterly

Newspaper store stack deliveries weekly 780

Affton • Arnold • Crestwood
Concord Village • Fenton • Green Park
Kirkwood • Lemay • Oakville • Sappington
Shrewsbury • Sunset Hills • Webster Groves
Columbia, IL • Waterloo, IL



EXPANDED MAIL CIRCULATION

- Affton Zone
- Arnold Zone
- Fenton Zone
- Lemay Zone

FULL & PARTIAL MAIL DISTRIBUTION AREAS:	Monthly Mailed	Weekly Stack Deliveries
Oakville Zone (63129)	18,878	120
Concord Zone (63128)	11,132	40
SunCrest Zone (63123, 63126 & 63127) <small>Crestwood, Sappington, Sunset Hills</small>	10,352	60
Green Park Zone (63123)	2,411	180
	42,773	400
+ Weekly Mailed & Stack Deliveries	43,173 TOTAL	
Call Subscriptions	925	
	44,098 TOTAL	

Expanded Mail Circulation Distribution Areas		Weekly Stack Deliveries
Affton Zone (63123)	10,432	160
Arnold Zone (63010)	4,664	80
Fenton Zone (63026)	3,977	40
Lemay Zone (63125)	12,600	180
	31,673	460
+ Weekly Mailed & Stack Deliveries		43,173
		75,306 TOTAL
Call Subscriptions		925
		76,231 TOTAL

* Partial Mail Editions with full or expanded monthly mail edition plus weekly newspaper stacks total 60,000 to 100,000 home each month.

9977 Lin Ferry, St. Louis, MO 63123 • Office: (314)843-0102 • Fax: (314)843-0508

Serving up to 8 zip codes: 63129, 63128, 63127, 63126, 63125, 63123, 63026 and 63010

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2022 Retail/ROP Display Advertising Rate Schedule I*

Monthly Full Mail Circulation Available
50,000 to 80,000 Addresses • 250,000 Pageviews Quarterly

Serving up to 8 zip codes: 63129, 63128, 63127, 63126, 63125, 63123, 63026 and 63010

See Mail and Newspaper Store Stack Circulation Map

Ad Space	1 Week	4 Weeks	8 Weeks	12 Weeks	26 Weeks	52 Weeks
1/32 Pg.	163	155	148	135	126	115
1/16 Pg.	246	234	223	207	184	178
3/32 Pg.	395	377	359	334	311	277
1/8 Pg.	444	423	403	375	363	346
3/16 Pg.	676	644	613	570	536	508
1/4 Pg.	855	814	775	721	680	640
5/16 Pg.	1074	1023	974	906	860	798
3/8 Pg.	1259	1199	1142	1062	1004	952
1/2 Pg.	1628	1551	1476	1373	1299	1229
3/4 Pg.	2416	2301	2191	2038	1933	1841
Full Pg.	3150	3000	2856	2656	2523	2390

DEADLINE and HOURS

Business hours are: Monday through Friday, 8:30 a.m. until 5 p.m.

St. Louis Call is published every Thursday. Reservation for all display advertising space is Tuesday, 9 days preceding publication. Copy deadline for ads requiring proof is Tuesday noon, 9 days preceding publication. Camera Ready Copy is due Wednesday noon, 8 days preceding publication.

PREFERRED FULL COLOR RATES AVAILABLE

Size	Add	Size	Add
1/32 to 3/32	\$50 each week	1/4 to 3/8	\$150 each week
1/8 to 3/16	\$100 each week	1/2 to 3/4	\$250 each week
Full Page \$300 each week			

INSERTS:

- 8 1/2 x 11, 20 lb. pre-print inserted and mailed 8¢ per address (10,000 minimum)
- Additional insert rates are available upon request.
- Custom design and printing available

PHOTOGRAPHS:

Photography services available. See ad representative for details.

AGENCY:

Agency advertising rates gross at open rate.

Retail/ROP Display Advertising SIZES

(Width x Depth)

Full Pg.	(10" w x 12 1/4" d)	1/4 Pg.	(4 15/16" w x 6 1/16" d) or (2 3/8" w x 12 1/4" d), (10" w x 3" d)
3/4 Pg.	(7 7/16" w x 12 1/4" d) or (10" w x 9 1/8" d)	3/16 Pg.	(4 15/16" w x 4 1/2" d), (2 3/8" w x 9 1/8" d) or (7 1/2" w x 3" d)
1/2 Pg.	(10" w x 6 1/16" d), (7 1/2" w x 7 5/8" d) or (4 15/16" w x 12 1/4" d)	1/8 Pg.	(4 15/16" w x 3" d) or (2 3/8" w x 6 1/16" d)
3/8 Pg.	(4 15/16" w x 9 3/16" d), (7 1/2" w x 6 1/16" d)	3/32 Pg.	(2 3/8" w x 4 1/2" d)
5/16 Pg.	(4 15/16" w x 7 5/8" d)	1/16 Pg.	(4 15/16" w x 1 7/16" d) or (2 3/8" w x 3" d)
Bonus 1/4 Pg.	(7 1/2" w x 4 1/2" d) (add \$50 to 1/4 page rate)	1/32 Pg.	(2 3/8" w x 1 7/16" d)

Call (314) 843-0102 or email sales1@callnewspapers.com for assistance.

*Rates reflect monthly full mail circulation.

Add 45% of ad rate for expanded mail circulation rates. Add 40% with 4 to 8 weeks advertising agreement.

Add 35% with 12 weeks advertising agreement. Add 30% with 26 to 52 weeks advertising agreement.

See calendar of publication dates.

Partial mail weeks with full mail circulation rates available - see 2022 Retail/ROP Display Advertising Rate Schedule II

Custom print and preprint inserts available - see Inserts Rate Schedule.

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2022 Retail/ROP Display Advertising Rate Schedule II

4 to 52 Consecutive Weekly Mail Combo Packages*

1 monthly full mail circulation combined with 3 partial mail weeks

Up to 250,000 Readers Mailed Monthly • 250,000 Pageviews Quarterly

Serving up to 8 zip codes: 63129, 63128, 63127, 63126, 63125, 63123, 63026 and 63010

See Mail and Newspaper Store Stack Circulation Map

Ad Space	4 Weeks	8 Weeks	12 Weeks	26 Weeks	52 Weeks
1/32 Pg.	341	325	297	276	253
1/16 Pg.	516	490	456	406	391
3/32 Pg.	830	791	736	683	610
1/8 Pg.	930	886	825	798	760
3/16 Pg.	1418	1348	1254	1178	1117
1/4 Pg.	1792	1705	1585	1496	1408
5/16 Pg.	2250	2144	1992	1892	1755
3/8 Pg.	2639	2513	2337	2210	2095
1/2 Pg.	3411	3246	3020	2859	2705
3/4 Pg.	5061	4819	4483	4252	4785
Full Pg.	6600	6282	5842	5550	5258

DEADLINE and HOURS

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COLOR:

- Full Process Color is included

INSERTS:

- 8 1/2 x 11, 20 lb. pre-print inserted and mailed 8¢ per address (10,000 minimum)
- Additional insert rates are available upon request.
- Custom design and printing available

PHOTOGRAPHS:

Photography services available. See ad representative for details.

AGENCY:

Agency advertising rates gross at open rate.

Retail/ROP Display Advertising SIZES

(Width x Depth)

Full Pg.	(10" w x 12 1/4" d)	1/4 Pg.	(4 15/16" w x 6 1/16" d) or (2 3/8" w x 12 1/4" d), (10" w x 3" d)
3/4 Pg.	(7 7/16" w x 12 1/4" d) or (10" w x 9 1/8" d)	3/16 Pg.	(4 15/16" w x 4 1/2" d), (2 3/8" w x 9 1/8" d) or (7 1/2" w x 3" d)
1/2 Pg.	(10" w x 6 1/16" d), (7 1/2" w x 7 5/8" d) or (4 15/16" w x 12 1/4" d)	1/8 Pg.	(4 15/16" w x 3" d) or (2 3/8" w x 6 1/16" d)
3/8 Pg.	(4 15/16" w x 9 3/16" d), (7 1/2" w x 6 1/16" d)	3/32 Pg.	(2 3/8" w x 4 1/2" d)
5/16 Pg.	(4 15/16" w x 7 5/8" d)	1/16 Pg.	(4 15/16" w x 1 7/16" d) or (2 3/8" w x 3" d)
Bonus 1/4 Pg.	(7 1/2" w x 4 1/2" d) (add \$50 to 1/4 page rate)	1/32 Pg.	(2 3/8" w x 1 7/16" d)

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*Rates reflect 1 monthly full mail circulation combined with 3 partial mail weeks.

5 week months will be billed extra partial mail week.

See calendar of publication dates.

Full and expanded mail circulation rates available - see 2022 Retail/ROP Display Advertising Rate Schedule.

Custom print and preprint inserts available - see Inserts Rate Schedule.

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www.callnewspapers.com 2022 DIGITAL RATES

Connect your Business with our Engaged Readers!

Updated daily with local late breaking news and information

250,000 Pageviews Quarterly • Promoted on social media

Billboard - 1200 x 300

Banner - 728 x 90

Call Newspapers

Serving South St. Louis County Since 1989



Search

CORONAVIRUS NEWS ▾ CLASSIFIEDS ▾ COUPONS OPINIONS CONTACT US ▾ GALLERIES ADVERTISE COMMUNITY ▾ WEB EXCLUSIVE



Half Box - 300 x 125

Full Box - 300 x 250

Banner Advertising

	SIZE (in pixels)	Total for 1 Week	Total for 4 Weeks	Total for 8 Weeks	Total for 12 Weeks	Total for 26 Weeks	Total for 52 Weeks
BANNER	728x90	\$125	\$450	\$880	\$1275	\$2665	\$4875
FULL BOX	300x250	\$100	\$360	\$704	\$1020	\$2123	\$3900
HALF BOX	300x125	\$75	\$270	\$528	\$765	\$1599	\$2925
BILLBOARD	1200x300	\$250 per day - Discounts available for 2 or more rundates					
ONCALL E-NEWSLETTER SPONSORSHIP	800x180	1X - 2X \$150 Per Email	3X or More \$125 Per Email				
BUSINESS E-BLAST	800x1200	\$300 per e-blast - Discounts available for 2 or more e-blasts					

Ask your Account Representative for details!

RESERVE SPACE NOW! 314-843-0102

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Promos > 2022 Media Kit > 22 Digital Rates_8.5x11

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2022 Inserts Rate Schedule

Supplement Your Advertising with a Colorful, Affordable Insert.

Let us customize a piece or submit a pre-print to insert and mail

SAVE POSTAGE ON PRE-PRINTS

Mail 5,000 to 80,000 addresses

PRE-PRINTS: 8.5" x 11" or smaller prepared piece

SPECIAL: 10,000 or more pre-prints

8¢ each insert and mail



4-color Inserts *For LESS than the price of a stamp!**

	Full Process	
	Inserts	Per Address*
✓ Design	75,000	17¢
✓ Proofread	45,000	18¢
✓ Print	25,000	19¢
✓ Insert	20,000	20¢
✓ Mail	15,000	21¢
	10,000	22¢
	5,000	24¢

Ask about alternative pricing on 1/4 page, 1/2 page, 3/4 page & full page full-color display ads in the newspaper - appears in print and online too!! Call for details, (314) 843-0102 or email: sales1@callnewspapers.com

* Custom Design print rates for 8½" x 11", full process color, 70 lb. gloss-coated book white stock. Rates may change.

Mail and insert costs for pre-prints begin at 10¢ each for 8½" x 11", minimum 5,000. 10,000 or more pre-prints available at 9¢ each. Pre-prints need to be delivered in boxes to the office, 9977 Lin Ferry Dr., St. Louis, MO 63123, by Monday 2 weeks in advance of Thursday publication or shipped direct to print facility. Address for print facility available from account representative.

Additional custom print rates available. Call (314) 843-0102 or email: sales1@callnewspapers.com.

All inserts must be prepaid.

Call Newspapers reserves the right to review separate piece before acceptance to insert and mail.

St. Louis Call

BENEFITS

- The St. Louis Call combines the former weekly mailed newspapers Concord Call, Green Park Call, Mail Call, Oakville Call and SunCrest Call to continue to serve its South St. Louis County and surrounding areas readership every week. The circulation map zoned areas reflect the former names: Concord (63128), Green Park (63123), Oakville (63129), Suncrest (63123, 63126, 63127). Mail call is named as expanded zone (63123, 63125, 63010, 63026). See map.
- Up to 1/4 million readers are reached each month through the St. Louis Call's circulation of 60,000 to 90,000 addresses mailed to south St. Louis County, Fenton and Jefferson County.
- The St. Louis Call is the only media in the area that combines local news with a total market mail delivery. Six U.S.P.S. updates per year combined with paid subscriptions provide continual mail circulation growth.
- The St. Louis Call is a trusted source of news for the community. A survey conducted by the Mehlville School District in 2020 shows that 73% of residents receive news about the school district from the St. Louis Call.
- Loyal readership and strong advertising support encourages local shopping.
- Hard-hitting and late breaking news keeps community conscious residents informed. Call Newspapers specializes in local schools and government coverage as well as news of record and community news. All news is a community service and is available as space permits.
- Community news coverage is provided through the mail weekly and at www.callnewspapers.com 24/7, ensuring readers of desirable demographics and affluent postal zip codes are provided access to happenings in their neighborhoods.
- Supplemental newspaper store stacks are available from Columbia, IL to Kirkwood; from St. Louis city to Jefferson County and are monitored for few if any returns.
- Save postage with preprints or custom designed printing by Call Newspapers' creative advertising and art departments to insert and mail with the St. Louis Call.
- Call Newspapers has received awards for its newspaper and its website from the Missouri Press Association. Readers can stay in touch with the community through the weekly mailed St. Louis Call print editions as well as through the website at www.callnewspapers.com 24/7. OnCall e-newsletter provides frequent late breaking news alerts.
- Call Newspapers serves its readers with a professional and dedicated team in its advertising, bookkeeping, circulation, graphics, and news departments who strive for excellence to keep readers informed and to help community businesses succeed.

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Demographics

Oakville – 63129
Concord – 63128
Crestwood – 63126
Sunset Hills – 63127
Affton – 63123
Lemay – 63125
Fenton – 63026
Arnold – 63010

POPULATION

POPULATION	52,718	29,697	14,929	4,893	49,308	32,900	44,124	36,306
Male	25,547	14,231	7,255	2,418	24,188	15,843	21,754	17,945
Female	27,171	15,466	7,674	2,475	25,393	17,057	22,367	18,361
Under 5 years:	2,738	1,215	709	174	3,193	2,093	3,299	2,387
Ages 5-19:	10,080	4,851	2,755	933	7,233	5,524	9,051	6,874
Ages 20-24:	3,204	1,548	620	321	2,990	2,079	2,238	2,419
Ages 25-34:	5,939	2,691	1,679	385	7,955	4,591	5,434	5,355
Ages 35-44:	6,203	2,840	1,613	438	5,632	3,873	7,909	4,833
Ages 45-54:	9,015	4,459	2,284	793	6,763	4,649	7,272	5,785
Ages 55-64:	7,857	4,772	2,304	464	7,192	4,421	5,563	4,467
Ages 65 and older:	7,682	7,321	2,965	1,385	8,623	5,670	4,894	4,971

STUDENTS

Attnd public school:	4,674	4,673	2,623	667	7,015	4,542	8,866	7,199
Attnd priv. school:	3,881	2,302	883	634	3,646	1,547	2,604	1,667

ADULTS OVER 25

High school grads:	10,122	5,299	2,201	839	10,199	8,284	7,413	7,979
With some college:	9,095	4,968	2,570	752	8,137	5,128	7,177	6,206
College graduates:	16,477	10,555	5,423	1,812	14,466	6,242	12,700	7,536

INCOME

EMPLOYMENT

Businesses:	1027	780	526	515	937	619	1,345	794
Workers age 16+:	30,055	14,882	8,129	2,274	28,542	17,422	24,259	19,913
Employed:	28,641	14,063	7,644	2,168	26,477	15,831	22,317	18,395
Unemployed:	2767	1364	485	185	2,933	2,427	2,692	2,149
White collar:	19,116	10,261	5,576	1,696	16,440	8,440	14,931	10,519
Blue collar:	9,537	3,793	2,069	472	10,040	7,432	7,392	7,886
25+ min. to work:	14,116	6,212	2,627	752	11,297	6,832	11,268	9,959
Average commute:	26 min.	25 min.	22 min.	21 min.	25 min.	25 min.	26 min.	28 min.

EARNINGS

More than \$100,000:	6,625	4,169	1,760	507	1,338	489	2,434	798
\$75, to \$99,999:	2,952	1,737	914	84	1,580	806	2,114	1,196
\$50, to \$74,999:	4,053	2,031	1,716	250	4,404	2,079	4,180	3,152
\$35, to \$49,999:	2,828	1,595	1,014	326	4,944	2,253	3,091	3,435
\$25, to \$34,999:	1,887	1,137	497	147	3,327	2,634	2,082	2,290
\$15, to \$24,999:	2,110	1,127	744	136	2,435	1,981	1,778	1,466
\$10, to \$14,999:	457	303	124	21	335	512	256	283
Under \$10,000:	568	277	149	7	204	131	96	244

HOUSING

TOTAL UNITS:	21,480	12,376	6,220	2,042	22,164	13,622	17,361	14,954
Single family:	15,638	9,171	5,561	1,634	16,689	9,999	14,654	12,402
Multi-family:	5,842	3,205	659	408	5,475	3,623	2,707	2,552

Sources: 2010 U.S. Census Bureau, 2010-2014 American Community Survey

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<div>JANUARY 2022</div> <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr><tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr><tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr><tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr><tr><td>23₃₀</td><td>24₃₁</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr></table> <div>New Year's DayMartin Luther King Jr. Day</div>							S	M	T	W	T	F	S							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23 ₃₀	24 ₃₁	25	26	27	28	29	<div>FEBRUARY 2022</div> <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr><tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr><tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr><tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr><tr><td>27</td><td>28</td><td></td><td></td><td></td><td></td><td></td></tr></table> <div>Valentine's DayPresident's Day</div>							S	M	T	W	T	F	S			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28						<div>MARCH 2022</div> <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td></tr><tr><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td></tr><tr><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td></tr><tr><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td></tr><tr><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td><td></td></tr></table> <div>St. Patrick's Day</div>							S	M	T	W	T	F	S			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31			<div>APRIL 2022</div> <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1</td></tr><tr><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td></tr><tr><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td></tr><tr><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td></tr><tr><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td></tr><tr><td>30</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table> <div>Easter</div>							S	M	T	W	T	F	S							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30						
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or (7 1/2"w x 3"d)

1/8 Pg. (4 15/16"w x 3"d) or (2 3/8"w x 6 1/16"d)

3/32 Pg. (2 3/8"w x 4 1/2"d)

1/16 Pg. (4 15/16"w x 1 7/16"d) or (2 3/8"w x 3"d)

3/32 Pg. (2 3/8"w x 1 7/16"d)

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