

St. Louis Call

Serving South St. Louis County

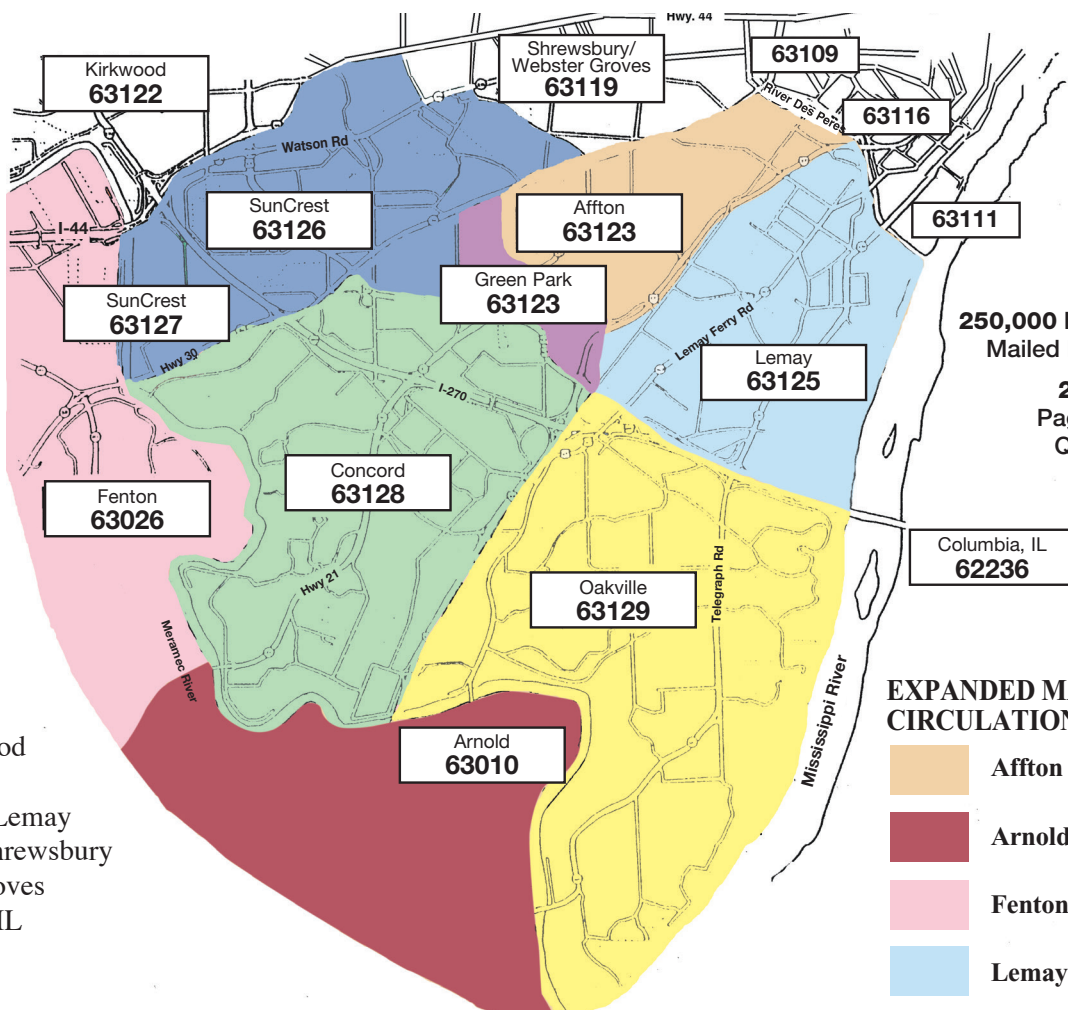
In the Mail Weekly and Online 24/7 at callnewspapers.com



MAILED WEEKLY*

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

* Full Mail or Expanded Mail circulation every month. Partial Mail circulation all other weeks.



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

Weekly newspaper store stacks

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

995 Total*

EXPANDED MAIL CIRCULATION

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

Weekly Full & Partial Mail * Distribution Areas:	8 Monthly Mailed Deliveries
Oakville Zone (63129)	18,820
Concord Zone (63128)	11,129
SunCrest Zone (63123, 63126, 63127) Crestwood, Sappington, Sunset Hills	10,341
Green Park Zone (63123)	2,386
Full Mail	42,676
Weekly Newspaper Stacks	995
Call Subscriptions	875
Full Mail Total	44,546

Expanded Mail Circulation Distribution Areas:	4 Monthly Mailed Deliveries
Affton Zone (63123)	10,385
Lemay Zone (63125)	12,568
Fenton Zone (63026)	4,009
Arnold Zone (63010)	4,665
Expanded Mail	31,627
Full Mail	42,676
Weekly Newspaper Stacks	995
Call Subscriptions	875
Expanded Mail Total	76,173

* Partial mail editions combined with full or expanded monthly mail edition plus weekly newspaper stacks total 65,000 to 100,000 homes 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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2023 Retail/ROP Display Advertising Rate Schedule I*

Monthly Full and Expanded 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.	173	163	155	148	135	126
1/16 Pg.	261	246	234	223	207	184
3/32 Pg.	419	395	377	359	334	311
1/8 Pg.	471	444	423	403	375	363
3/16 Pg.	717	676	644	613	570	536
1/4 Pg.	907	855	814	775	721	680
5/16 Pg.	1139	1074	1023	974	906	860
3/8 Pg.	1335	1259	1199	1142	1062	1004
1/2 Pg.	1726	1628	1551	1476	1373	1299
3/4 Pg.	2561	2416	2301	2191	2038	1933
Full Pg.	3339	3150	3000	2856	2656	2523

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

Churches and non-profit organizations qualify for half-price color.

INSERTS:

- 8 1/2 x 11, 20 lb. pre-print inserted and mailed 9¢ 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 1/2" 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)

*Rates reflect monthly full mail circulation.

Expanded mail circulation is available 4 times a year. Add 30% to full circulation rate for expanded mail editions.

See Retail Rate Schedule II for weekly advertising packages. Digital options available for 24/7 online coverage.

Custom print and preprint inserts available for mail delivery weekly.

See calendar of publication dates.

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

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

callnewspapers.com 2023 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 > 2023 Media Kit > 23 Digital Rates_8.5x11

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2023 Insert 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

10¢ 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 11¢ each for 8½" x 11", minimum 5,000. 10,000 or more pre-prints available at 10¢ 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.

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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 that \$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

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 65,000 to 120,000 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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Sign up for onCall e-Newsletter at callnewspapers.com

Visit www.callnewspapers.com

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

JANUARY 2023							FEBRUARY 2023							MARCH 2023							APRIL 2023										
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S				
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New Year's Day Martin Luther King Jr. Day							Valentine's Day President's Day							St. Patrick's Day							Easter										
MAY 2023							JUNE 2023							JULY 2023							AUGUST 2023										
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Cinco De Mayo Mother's Day Memorial Day							Father's Day							Independence Day							Call Newspapers Anniversary										
SEPTEMBER 2023							OCTOBER 2023							NOVEMBER 2023							DECEMBER 2023										
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Labor Day							Columbus Day Halloween							Veteran's Day Thanksgiving							Christmas Day										
JANUARY 2024							FEBRUARY 2024							MARCH 2024							APRIL 2024										
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19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	28	29	30								
26	27	28	29	30	31		23 ³⁰	24	25	26	27	28	29	28	29	30	31														
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29	30						27	28	29	30	31			24	25	26	27	28	29	30											
Labor Day							Columbus Day Halloween							Veteran's Day Thanksgiving							Christmas Day										
= Holiday							= Full Circulation							= Expanded Mail Circulation																	

= Holiday

= Full Circulation

= Expanded Mail Circulation

2024 dates subject to change

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Artwork Specifications for Clients

PHOTOGRAPHS & LOGOS/ARTWORK

Digital Photo

- Originals are Best (we can fix most flaws in photos)
- 8" x 10" size
- RGB
- 72 dpi
- Saved in any of these formats: *.tif, *.jpg, *.pdf, *.eps

Prints

- Originals are best (we can fix most flaws in photos)
- Any size - higher resolution is always better.
- CMYK
- 300 dpi

PDFS

Color

- CMYK
- **EMBED ALL FONTS**
- 300 dpi or higher (newspaper printed on 120 line screen)
- Saved at **100%** of original size

Black & White

- Grayscale
- **EMBED ALL FONTS**
- 300 dpi or higher (newspaper printed on 120 line screen)
- Saved at **100%** of original size

INDESIGN DOCUMENTS (*.indd)

Use **"Package"** command under the File menu. Be sure to send the following files generated by the "Package" command along with the InDesign file for the best recreation:

- ✓ Any Linked or Embedded Graphics
- ✓ Any Document Fonts

Put all info into one folder. Save on disk to bring in or, if sending this folder by email, "zip it" or "stuff it" so it is a smaller size to attach. Any artwork needs to be in one of these formats in high resolution for best print reproduction: *.tif, *.jpg, *.pdf, *.eps

WORD (*.doc, *.docx)

This format is **only** compatible to retrieve copy.

We cannot use the art or fonts from this format.

PUBLISHER DOCUMENTS (*.pub)

This format is not compatible with our systems.

QUARKXPRESS (*.qxp)

This format is not compatible with our systems.

Retail/ROP Display Advertising SIZES (Width x Depth)

Full Pg. (10"w x 12 1/4"d)

3/4 Pg. (7 7/16"w x 12 1/4"d) or (10"w x 9 1/8"d)

1/2 Pg. (10"w x 6 1/16"d), (7 1/2"w x 7 5/8"d)
or (10"w x 12 1/4"d)

3/8 Pg. (4 15/16"w x 9 3/16"d)

5/16 Pg. (4 15/16"w x 7 5/8"d)

Bonus 1/4 Pg. (7 1/2"w x 4 1/2"d)
(add \$50 to 1/4 page rate)

1/4 Pg. (4 15/16"w x 6 1/16"d), (2 3/8"w x 9 1/8"d)
or (10"w x 3"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)

1/8 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)

Digital Advertising SIZES (Width x Depth)

Billboard (1200 px x 300 px)

Banner (728 px x 90 px)

Full Box (300 px x 250 px)

Half Box (300 px x 125px)

OnCall E-Newsletter Sponsorship
(800px x 180px)

Business E-Blast (800 px x 1200px)

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

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