



St. Louis Call

BENEFITS

- The St. Louis Call serves South St. Louis County and surrounding area readers with weekly mailed and store stack newspapers as well as providing community news 24/7 through its long established website callnewspapers.com. OnCall e-newsletters also serve readers with a high frequency of late breaking and local news. The circulation map zoned areas reflect the former newspaper names: Concord (63128), Green Park (63123), Oakville (63129), Suncrest (63123, 63126, 63127). Mail Call is renamed as expanded zone (63123, 63125, 63010, 63026).
- Up to 1/4 million readers are reached in South St. Louis County, Fenton and Jefferson County through the weekly St. Louis Call's mail circulation totalling 65,000 to 105,000 addresses every month.
- The St. Louis Call is the only media in the area that combines local news with a total market mail delivery. Six USPS 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 mailed weekly by the St. Louis Call, multiple onCall e-newsletters every week and 24/7 at callnewspapers.com.
- 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.
- 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.

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

Sign up for onCall e-Newsletter at callnewspapers.com

Visit www.callnewspapers.com

St. Louis Call

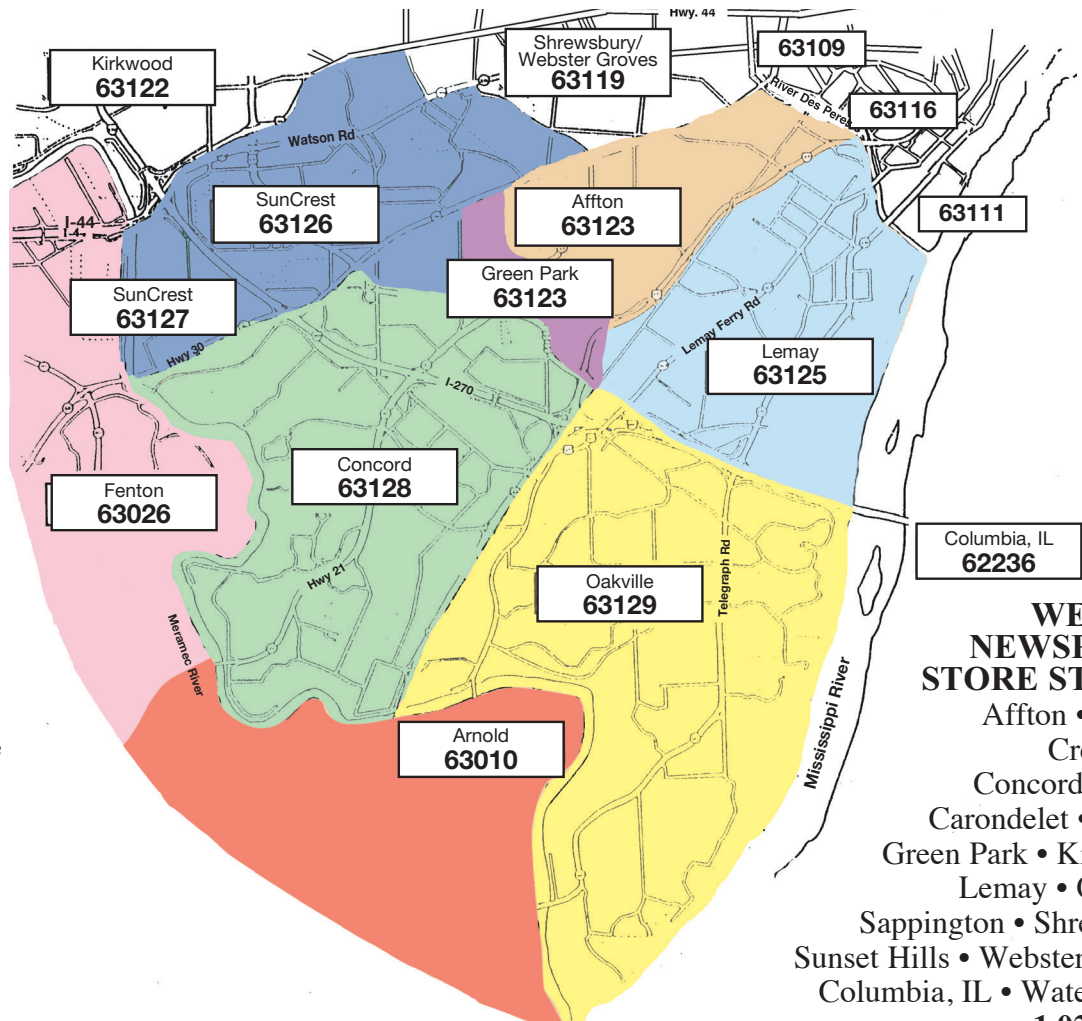
Serving South St. Louis County and surrounding areas since 1989
In the Mail Weekly and Online 24/7 at callnewspapers.com



MAILED EVERY WEEK

The St. Louis Call is mailed every Thursday. The full or expanded edition is mailed one time a month. The partial circulation is mailed all other weeks. 65,000 to 105,000 addresses are mailed monthly.

	Oakville Zone
	Concord Zone
	SunCrest Zone
	Green Park Zone
	Affton Zone
	Arnold Zone
	Fenton Zone
	Lemay Zone



WEEKLY NEWSPAPER STORE STACKS

Affton • Arnold
Crestwood
Concord Village
Carondelet • Fenton
Green Park • Kirkwood
Lemay • Oakville
Sappington • Shrewsbury
Sunset Hills • Webster Groves
Columbia, IL • Waterloo, IL
1,025 Total

Weekly Full & Partial Mail Distribution Areas:	8 Monthly Full Mail
Oakville Zone (63129)	18,830
Concord Zone (63128)	11,093
SunCrest Zone (63123, 63126, 63127) Crestwood, Sappington, Sunset Hills	10,357
Green Park Zone (63123)	2,363
Full Mail	42,643
Weekly Newspaper Stacks	1,025
Call Subscriptions	689
Full Mail Total	44,357

Expanded Mail Circulation Distribution Areas:	4 Monthly Expanded Mail
Affton Zone (63123)	10,408
Lemay Zone (63125)	12,683
Fenton Zone (63026)	3,983
Arnold Zone (63010)	4,757
Expanded Mail	31,831
Full Mail	42,643
Weekly Newspaper Stacks	1,025
Call Subscriptions	689
Expanded Mail Total	76,188

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

St. Louis Call

Serving South St. Louis County

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



2024 Retail/ROP Display Advertising Rate Schedule I*

Full and Expanded Mail Circulation with Online 24/7
50,000 to 80,000 Addresses 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	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 pre-print inserted and mailed 10¢ 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, available 8 times per year.

Expanded mail circulation is available 4 times a year. Add 30% to full circulation rate for expanded mail editions.
 65,000 to 105,000 mailed addresses available each month with weekly ad plan. Digital options available for 24/7 online coverage.

Custom print and preprint inserts available for mail delivery weekly.

See calendar of publication dates.

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callnewspapers.com 2024 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

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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 > 2024 Media Kit > 24 Digital Rates_8.5x11

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

JANUARY 2024							FEBRUARY 2024							MARCH 2024							APRIL 2024										
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				
	1	2	3	4	5	6					1	2	3			1	2	3	4	5	6					1	2	3	4	5	6
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14	15	16	17	18	19	20	11	12	13	14	15	16	17	10	11	12	13	14	15	16	14	15	16	17	18	19	20	21	22	23	24
21	22	23	24	25	26	27	18	19	20	21	22	23		17	18	19	20	21	22	23	21	22	23	24	25	26	27	28	29	30	27
28	29	30	31				25	26	27	28	29			24	25	26	27	28	29	30	28	29	30								
New Year's Day Martin Luther King Jr. Day							Valentine's Day President's Day							St. Patrick's Day Easter																	
MAY 2024							JUNE 2024							JULY 2024							AUGUST 2024										
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12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20					15	16	17	18	19	20	21
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27					22	23	24	25	26	27	28
26	27	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31								29	30	31				
Cinco De Mayo Mother's Day Memorial Day							Father's Day							Independence Day							Call Newspapers Anniversary										
SEPTEMBER 2024							OCTOBER 2024							NOVEMBER 2024							DECEMBER 2024										
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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22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23					22	23	24	25	26	27	28
29	30						27	28	29	30	31			24	25	26	27	28	29	30					29	30	31				
Labor Day							Columbus Day Halloween							Veteran's Day Thanksgiving							Christmas Day										
JANUARY 2025							FEBRUARY 2025							MARCH 2025							APRIL 2025										
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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26	27	28	29	30	31		23	24	25	26	27	28		23	24	25	26	27	28	29					27	28	29	30			
New Year's Day Martin Luther King Jr. Day							Valentine's Day President's Day							St. Patrick's Day							Easter										
MAY 2025							JUNE 2025							JULY 2025							AUGUST 2025										
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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12	13	14	15	16	17	18	15	16	17	18	19	20	21	13	14	15	16	17	18	19					14	15	16	17	18	19	20
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26					21	22	23	24	25	26	27
25	26	27	28	29	30	31	29	30	31					27	28	29	30	31							28	29	30				
Cinco De Mayo Mother's Day Memorial Day							Father's Day							Independence Day							Call Newspapers Anniversary										
SEPTEMBER 2025							OCTOBER 2025							NOVEMBER 2025							DECEMBER 2025										
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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7	8	9	10	11	12	13	5	6	7	8	9	10	11	2	3	4	5	6	7	8					11	12	13	14	15	16	17
14	15	16	17	18	19	20	12	13	14	15	16	17	18	9	10	11	12	13	14	15					18	19	20	21	22	23	24
21	22	23	24	25	26	27	19	20	21	22	23	24	25	16	17	18	19	20	21	22					25	26	27	28	29	30	31
28	29	30					26	27	28	29	30	31		23	24	25	26	27	28	29					31						
Labor Day							Columbus Day Halloween							Veteran's Day Thanksgiving							Christmas Day										
= Holiday							= Full Circulation							= Expanded Mail Circulation																	

■ = Holiday

■ = Full Circulation

■ = Expanded Mail Circulation

2025 dates subject to change

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24 Calendar 2 Year

St. Louis Call

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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

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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.

OTHER

File created with online publishing tools such as Canva, etc. may not be 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)

1/32 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)

— All digital advertising files must be either RGB .JPG or RGB .PNG files saved at 72 to 100 DPI at the sizes listed above—

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

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