

# Print & Digital Art Specifications

## Photos & Logos/Artwork

Submit original, unedited photos.

### Digital Photos

Formats: .tiff, .jpeg, .pdf, .eps

Color Mode: RGB

Resolution: 72–100 dpi

### Printed Photos

Color Mode: CMYK

Resolution: 300 dpi

## PDFs

Resolution: 300 dpi

**Embed all fonts.**

Saved at 100% of original size.

Change color mode accordingly.

### Color PDFs

Color Mode: CMYK

### Black & White PDFs

Color Mode: Grayscale

## InDesign Files (\*.indd)

Photos or Artwork in the InDesign file should be high resolution in one of these formats:

\*.tif, \*.jpg, \*.pdf, \*.eps

### How To Export and Send

Select **Package** under the **File** menu. Please send the following files generated from the **Package** command:

- Your InDesign File
- All Linked or Embedded Graphics
- Any Document Fonts

Put all files into one folder and compress into a \*.zip file to send through email to

› [sales1@callnewspapers.com](mailto:sales1@callnewspapers.com)

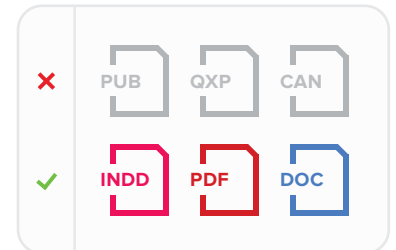
Alternatively, you may save your file on a usb to bring into our office.

## Word Documents (\* .doc, \*.docx)

This is only for retrieving copy. We cannot use art or fonts from this format.

## Not Compatible Files

Files created with Canva are not compatible with our systems. \*.pub and \*.qxp are not compatible.



## Retail/ROP Display Advertising Sizes

**Full Page** (W : 10" × H : 12 ¼")

**3/4 Page** (W : 7 ½" × H : 12 ¼")  
(W : 10" × H : 9 ⅞")

**1/2 Page** (W : 10" × H : 6 ⅙")  
(W : 7 ½" × H : 7 ⅝")  
(W : 4 ⅙" × H : 12 ¼")

**3/8 Page** (W : 4 ⅙" × H : 9 ⅜")  
(W : 7 ½" × H : 6 ⅙")

**1/4 Page** (W : 4 ⅙" × H : 6 ⅙")  
(W : 2 ⅜" × H : 12 ¼")  
(W : 10" × H : 3")

**3/16 Page** (W : 4 ⅙" × H : 4 ½")  
(W : 2 ⅜" × H : 9 ⅙")  
(W : 7 ½" × H : 3")

**1/8 Page** (W : 4 ⅙" × H : 3")  
(W : 2 ⅜" × H : 6 ⅙")

**1/16 Page** (W : 4 ⅙" × H : 1 ⅞")  
(W : 2 ⅜" × H : 3")

**1/32 Page** (W : 2 ⅜" × H : 1 ⅞")

**5/16 Page** (W : 4 ⅙" × H : 7 ⅝")

**3/32 Page** (W : 2 ⅜" × H : 4 ½")

**Bonus 1/4 Page :** (W : 7 ½" × H : 4 ½")  
add \$50 to ¼ page rate

## Digital Advertising Sizes

All digital advertising files must be in RGB color mode and a \*.jpeg or \*.png saved at 72–100 dpi.

**Billboard** (1200 px × 300 px)

**Full Box** (300 px × 250 px)

**OnCall E-Newsletter Sponsorship** (800 px × 180 px)

**Banner** (728 px × 90 px)

**Half Box** (300 px × 125 px)

**Business E-Blast** (800 px × 1200 px)

**Deadline & Hours:** Business hours are Mon - Fri, 8:30AM - 5PM. 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 12PM, 9 days preceding publication. Final Ad is due Wednesday 12PM, 8 days preceding publication.



# 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](http://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 provided online 24/7 at [callnewspapers.com](http://callnewspapers.com), through a high frequency of OnCall e-newsletters weekly and by The St. Louis Call's direct mail delivery and newspaper store stacks available every week in South St. County and surrounding areas.
- 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](mailto: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](http://callnewspapers.com)

Visit [www.callnewspapers.com](http://www.callnewspapers.com)

# St. Louis Call

Serving South St. Louis County

In the Mail Weekly and Online 24/7 at [www.callnewspapers.com](http://www.callnewspapers.com)\*



Up to 250,000 Readers Mailed Monthly • 100,000 Pageviews Quarterly

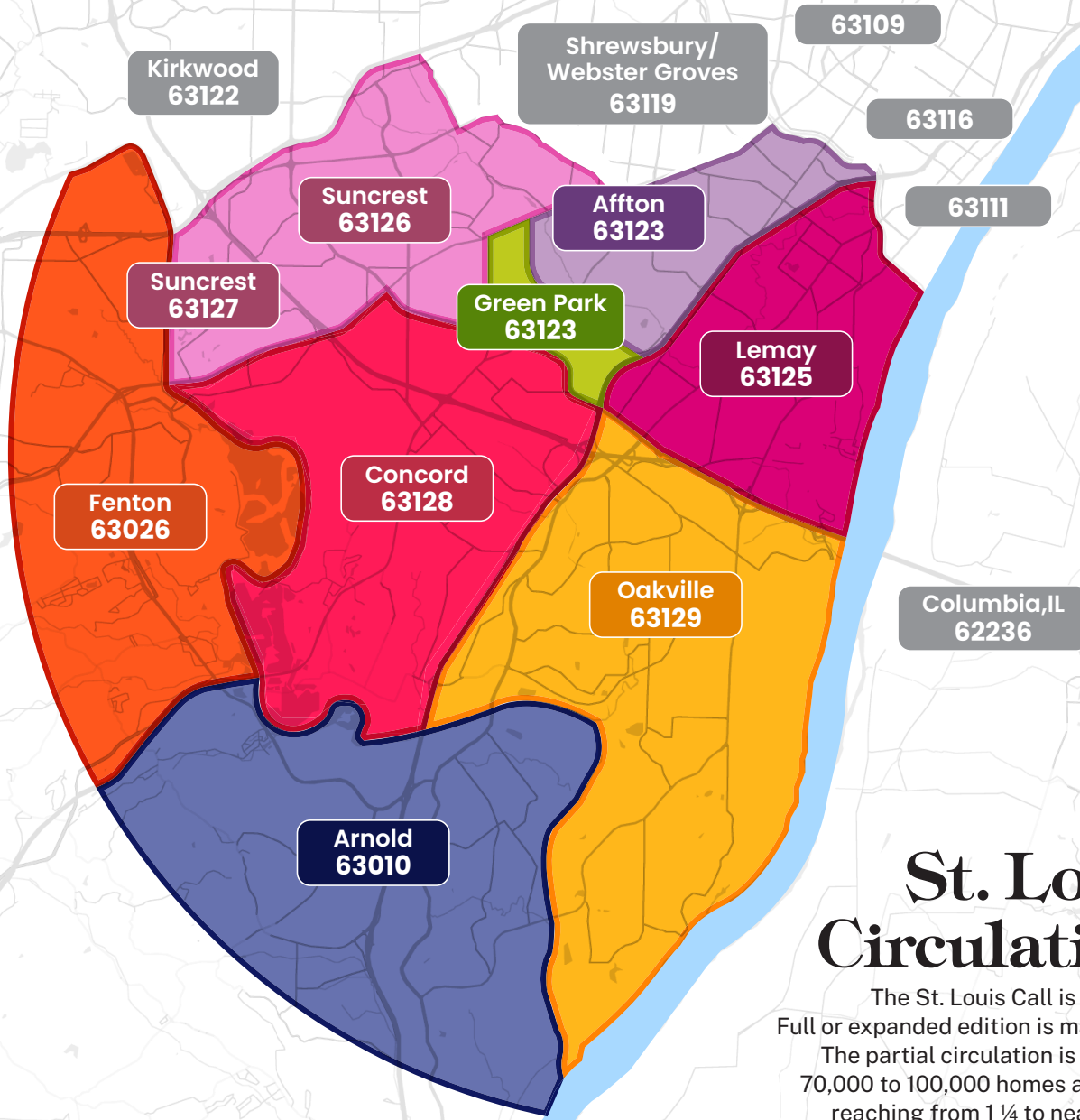
JANUARY 2026							FEBRUARY 2026							MARCH 2026							APRIL 2026										
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New Year's Day Martin Luther King Jr. Day							Valentine's Day President's Day							St. Patrick's Day							Easter										
MAY 2026							JUNE 2026							JULY 2026							AUGUST 2026										
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24 <sup>31</sup>	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31	23 <sup>30</sup>	24 <sup>31</sup>	25	26	27	28	29					
Cinco De Mayo Mother's Day Memorial Day							Father's Day							Independence Day							Call Newspapers Anniversary										
SEPTEMBER 2026							OCTOBER 2026							NOVEMBER 2026							DECEMBER 2026										
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Labor Day							Columbus Day Halloween							Veteran's Day Thanksgiving							Christmas Day										
JANUARY 2027*							FEBRUARY 2027							MARCH 2027							APRIL 2027										
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17	18	19	20	21	22	23	21	22	23	24	25	26	27	21	22	23	24	25	26	27	18	19	20	21	22	23	24				
24 <sup>31</sup>	25	26	27	28	29	30	28							28	29	30	31				25	6	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 2027							JUNE 2027							JULY 2027							AUGUST 2027										
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23 <sup>30</sup>	24 <sup>31</sup>	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31	29	30	31								
Cinco De Mayo Mother's Day Memorial Day							Juneteenth Father's Day							Independence Day							Call Newspapers Anniversary										
SEPTEMBER 2027							OCTOBER 2027							NOVEMBER 2027							DECEMBER 2027										
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	10	11	12	13	14	15	16	14	15	16	17	18	19	20	12	13	14	15	16	17	18				
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26	27	28	29	30			24 <sup>31</sup>	25	26	27	28	29	30	28	29	30					26	27	28	29	30	31					
Labor Day							Columbus Day Halloween							Veteran's Day Thanksgiving							Christmas Day										

= Holiday
  = Full Circulation
  = Expanded Mail Circulation

\*Please review calendar of Thursday publication dates for partial, full and expanded mail circulation editions of St. Louis Call. Partial mail editions total 7,000 (5,300 mail, 1,700 newspaper store stacks). Full mail editions total 45,733 (44,033 mail, 1,700 newspaper store stacks). Expanded mail editions total 77,060 (75,360 mail, 1,700 newspaper store stacks). Some 2027 dates subject to change.

250,000 Readers Mailed Monthly • 100,000 Pageviews Quarterly

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



**Weekly newspaper store stacks**

- Affton
- Arnold
- Crestwood
- Concord
- Fenton
- Green Park
- Kirkwood
- Lemay
- Oakville
- Sappington
- Shrewsbury
- St. Louis City
- Sunset Hills
- Webster Groves
- Columbia, IL
- 1,700 Total**

# St. Louis Call Circulation Map\*

The St. Louis Call is mailed every Thursday. Full or expanded edition is mailed one time a month. The partial circulation is mailed all other weeks. 70,000 to 100,000 homes are mailed every month, reaching from 1 ¼ to nearly 1 ½ million readers.

**Weekly Full & Partial Mail Distribution Areas:**

**10** MONTHLY FULL MAIL

**Expanded Mail Circulation Distribution Areas:**

**2** MONTHLY EXPANDED

Oakville Zone (63129)	18,998
Concord Zone (63128)	11,231
SunCrest Zone (63123, 63126, 63127)	11,015
Green Park Zone (63123)	2,511
Full Mail	43,755
Weekly Newspaper Stacks	1,700
Call Subscriptions	278
<b>Full Mail Total</b>	<b>45,733</b>

Affton Zone (63123)	9,348
Lemay Zone (63125)	13,221
Fenton Zone (63026)	4,011
Arnold Zone (63010)	4,747
Expanded Mail	31,327
Full Mail	43,755
Weekly Newspaper Stacks	1,700
Call Subscriptions	278
<b>Expanded Mail Total</b>	<b>77,060</b>

\*Please review calendar of Thursday publication dates for partial, full and expanded mail circulation editions of St. Louis Call. Partial mail editions total 7,000 (5,300 mail, 1,700 newspaper store stacks). Full mail editions total 45,733 (44,033 mail, 1,700 newspaper store stacks). Expanded mail editions total 77,060 (75,360 mail, 1,700 newspaper store stacks). Some 2027 dates subject to change.



Call : (314) 843-0102 | Fax : (314) 843-0508  
 sales1@callnewspapers.com 9977 Lin Ferry, St. Louis, MO 63123

# data.census.gov

# 2023 Economic Census

## South St. Louis County

Locations —	63129 Oakville	63128 Concord	63126 Crestwood	63127 Sunset Hills	63123 Affton	63125 Lemay	63026 Fenton	63010 Arnold
<b>Education</b>								
High School Grads	25,238	12,975	9,123	6,664	14,079	10,675	2,831	14,524
Some College	8,144	4,438	2,457	1,652	5,675	4,389	1,081	5,644
College Grads	11,727	5,787	5,335	4,294	3,444	2,401	1,427	3,956
<b>Employment</b>								
Businesses	1,127	830	568	555	940	638	1,333	810
Working age 16+	28,831	14,866	9,992	7,606	16,860	13,018	3,362	17,210
Employed	18,066	9,142	6,533	4,234	11,738	8,300	1,989	10,757
Unemployed	688	284	96	211	296	173	215	473
White collar	12,021	6,457	4,956	3,345	7,165	3,852	1,457	6,213
Blue collar	5,628	2,685	1,577	889	4,573	4,448	532	4,544
Average commute (min)	28.6	24.2	21.1	22.3	23.0	24.2	27.7	27.5
<b>Income</b>								
Less than \$10,000	242	160	91	43	297	241	91	220
\$10,000 - \$14,999	221	57	77	-	279	315	9	215
\$15,000 - \$24,999	451	460	151	166	410	312	18	718
\$25,000 - \$34,999	768	434	185	180	441	494	66	690
\$35,000 - \$49,999	1,146	857	335	178	963	1,120	63	728
\$50,000 - \$74,999	1,874	1,282	797	577	1,840	1,640	286	1,683
\$75,000 - \$99,999	1,833	1,028	566	207	1,422	944	269	1,231
\$100,000 - \$149,999	3,243	1,518	1,080	619	1,719	1,042	257	2,034
\$150,000 - \$199,999	1,782	779	651	512	972	113	211	597
\$200,000 or more	2,339	835	942	1,178	519	145	289	417
<b>Housing</b>								
Total Households	13,899	7,410	5,448	3,660	8,862	6,366	1,559	8,533
Home Owners	12,021	6,276	4,855	3,074	7,134	5,010	1,356	6,794
Renters	1,878	1,134	593	586	1,728	1,355	203	1,739

# callnewspapers.com 2026 DIGITAL RATES

**Connect with our Engaged Readers!**  
Updated daily with local late breaking news and information  
300,000 Pageviews Quarterly • Promoted on social media

Billboard - 1200 x 300

Banner - 728 x 90

## Call Newspapers

*Serving South St. Louis County Since 1989*

SUBSCRIBE ELECTION NEWS ▾ COMMUNITY ▾ CLASSIFIEDS ▾ OPINIONS COUPONS GRAD SALUTE ADVERTISE CONTACT US ▾



Thursday, January 30, 2025

Search



Half Box - 300 x 125

Full Box - 300 x 250

	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
<b>BANNER</b>	728x90	\$140	\$510	\$1000	\$1455	\$3055	\$5655
<b>FULL BOX</b>	300x250	\$110	\$400	\$784	\$1140	\$2443	\$4540
<b>HALF BOX</b>	300x125	\$80	\$290	\$568	\$845	\$1769	\$3265
<b>BILLBOARD</b>	1200x300	\$275 per day - Discounts available for 2 or more rundates					

<b>ONCALL E-NEWSLETTER SPONSORSHIP</b>	800x180	1X - 2X \$170 Per Email	3X or More \$145 Per Email	
<b>BUSINESS E-BLAST</b>	800x1200	\$350 per e-blast - Discounts available for 2 or more e-blasts		

### 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.

**Ask your Account Representative for details! RESERVE SPACE NOW!**

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

Promos/2025 Media Kit/25 Digital Rates\_8.5x11 Updated 2/19/25

2026

# Rates for Inserts

Inserts in our newspaper land directly in the hands of thousands of local readers, ideal for businesses looking to drive foot traffic.

## SAVE POSTAGE ON PRE-PRINTS. MAIL 5,000 TO 80,000 ADDRESSES.

**Special:** 10,000 or more pre-prints – 11¢ for each insert and mail.

**Pre-Prints:** 8.5" × 11" or smaller prepared piece



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

- 1 - Design
- 2 - Proof
- 3 - Print
- 4 - Insert
- 5 - Mail

### FULL PROCESS INSERT

Inserts	Per Address*
5,000	29¢
10,000	28¢
15,000	27¢
20,000	26¢
25,000	25¢
45,000	24¢
75,000	23¢

Promote your business through full-color retail display ads in the weekly mail edition of The St. Louis Call, a great complement or alternative to separate printed inserts, offering broad visibility and strong local reach.

Additional custom print rates available.

Contact your account representative, call (314) 843-0102 or email [sales1@callnewspapers.com](mailto:sales1@callnewspapers.com) for assistance.

All inserts must be prepaid. Call Newspapers reserves the right to review separate piece before acceptance to insert and mail.

\* Custom Design print rates for single-sided 8½" × 11", full process color, 70 lb. gloss-coated book white stock. Additional cost for two-sided piece. Rates may change.

\*\*Mail and insert costs for pre-prints begin at 12¢ each for 8½" × 11", minimum 5,000. 10,000 or more pre-prints available at 11¢ each. Pre-prints need to be delivered in boxes to the office, 9977 Lin Ferry Drive, 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.



Call : (314) 843-0102 | Fax : (314) 843-0508  
[sales1@callnewspapers.com](mailto:sales1@callnewspapers.com) 9977 Lin Ferry, St. Louis, MO 63123

Promos/2026 MEDIA KIT/\*PDF's/26 New Inserts Updated 11/19/25

2026

# Retail/ROP Display Advertising Rate

250,000 Readers Mailed Monthly | 100,000 Pageviews Quarterly

Ad Space	1 Week	4 Weeks	8 Weeks	12 Weeks	26 Week	52 Weeks
1/32 pg.	184	173	163	155	148	135
1/16 pg.	277	261	246	234	223	207
3/32 pg.	444	419	395	377	359	334
1/8 pg.	499	471	444	423	403	375
3/16 pg.	760	717	676	644	613	570
1/4 pg.	961	907	855	814	775	721
5/16 pg.	1207	1139	1074	1023	974	906
3/8 pg.	1415	1335	1259	1199	1142	1062
1/2 pg.	1830	1726	1628	1551	1476	1373
3/4 pg.	2715	2561	2416	2301	2191	2038
Full pg.	3539	3339	3150	3000	2856	2656

## Retail/ROP Ad Dimensions

<b>Full Page</b> (W : 10" × H : 12 ¼")	<b>3/16 Page</b> (W : 4 15/16" × H : 4 ½") (W : 2 ¾" × H : 9 ⅛") (W : 7 ½" × H : 3")
<b>3/4 Page</b> (W : 7 ½" × H : 12 ¼") (W : 10" × H : 9 ⅛")	<b>1/8 Page</b> (W : 4 15/16" × H : 3") (W : 2 ¾" × H : 6 ⅛")
<b>1/2 Page</b> (W : 10" × H : 6 ⅛") (W : 7 ½" × H : 7 5/8") (W : 4 15/16" × H : 12 ¼")	<b>1/16 Page</b> (W : 4 15/16" × H : 1 7/16") (W : 2 ¾" × H : 3")
<b>3/8 Page</b> (W : 4 15/16" × H : 9 3/16") (W : 7 ½" × H : 6 ⅛")	<b>1/32 Page</b> (W : 2 ¾" × H : 1 7/16")
<b>1/4 Page</b> (W : 4 15/16" × H : 6 ⅛") (W : 2 ¾" × H : 12 ¼") (W : 10" × H : 3")	<b>5/16 Page</b> (W : 4 15/16" × H : 7 5/8") <b>3/32 Page</b> (W : 2 ¾" × H : 4 ½")

**Bonus 1/4 Page** — add \$50 to ¼ page rate  
(W : 7 ½" × H : 4 ½")

## Deadline & Hours

**Business hours: Monday through Friday, 8:30AM until 5PM**

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.

\* Rates reflect 10 monthly full-mail editions reaching 45,733 homes, along with 2 monthly expanded-mail editions reaching 77,060. Add 20% for expanded-mail circulation. Take 30% discount for partial mail editions. Combine partial mail editions with monthly full and expanded mail editions for additional discount. Supplemental newspaper store stacks are distributed weekly from Columbia, IL to Kirkwood; from St. Louis City to Jefferson County.

### Don't Miss Community Keepsake Editions:

- March — Welcome Call Community Directory and Online Resource
- May — Annual Area High Schools Graduation Salute
- August — High School Fall Sports
- November — Thanksgiving Day Holiday Recipe Winners
- December — Letters to Santa from Elementary School Students
- January — New Years Resolutions from Elementary School Students

For assistance call (314) 843-0102 or email sales1@callnewspapers.com.

## Full Color Rates\*\*

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

Size	1/32 to 3/32	1/8 to 3/16	1/4 to 3/8	1/2 to 3/4	Full
<b>Cost</b>	+ \$50 per week	+ \$100 per week	+ \$150 per week	+ \$250 per week	+ \$300 per week

**Inserts:** Mail preprint and custom print inserts weekly. 8 ½ x 11 pre-print inserted and mailed 12¢ 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.



# St. Louis Call

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