2013 INVESTMENT GUIDE

Creating effective multi-media advertising campaigns to meet your business needs throughout Central Missouri.

CENTRAL MISSOURI NEWSPAPERS INC.

Keeping Central Missouri Informed.

The Lake Today • News Tribune • Tribune Review • California Democrat • Fulton Sun • Sun Advertiser

POLICIES & PROCEDURES

COMMISSIONS AND CREDIT APPLICATIONS - All rates for local, general and preprint advertising are net and non-commissionable and are not available to advertising agencies. If Advertiser desires to be billed for advertising costs incurred , a credit application must be completed and approved by Central Missouri Newspapers, which said approval process takes at least two weeks to perform. Advertisements published prior to approval of the credit application must be paid for in advance of the publication.

CONTENT AND INDEMNIFICATION - The Advertiser is solely responsible for the content of the Advertisement and agrees to hold Central Missouri Newspapers, its agents, officers and employees harmless from any damage caused by or arising directly or indirectly from the advertisement or its content including reasonable attorney's fees incurred by Central Missouri Newspaper in defending against any such claim.

COPY REGULATIONS AND ACCEPTANCE POLICIES - Central Missouri Newspapers in its sole discretion reserves the right to edit or reject any advertisement at any time for any reason. All advertisements including preprints are subject to inspection by Central Missouri Newspapers prior to acceptance for publication. A copy of any preprint should be made available to Central Missouri News papers for inspection and approval before copies are printed and shipped to Central Missouri Newspapers. If preprints are shipped without inspection by Central Missouri Newspapers and the publisher refuses the preprint advertisement, Central Missouri Newspapers will not be liable for any costs involved with the rejected preprint advertisement. Central Missouri Newspapers reserves the right to insert the word "Advertisement" at the Advertiser' s expense.

COPYRIGHT AND CREATIVE DESIGN NOTICE - Advertisements and ad proofs are under copyright owned by Central Missouri Newspapers and are to be used for the sole purpose of being published in Central Missouri Newspapers' publications. Redistribution or reuse of advertisements is prohibited without written permission from Central Missouri Newspapers. Use of advertisements or ad proofs other than for this purpose shall result in Advertiser being charged a fee of $40 per hour for the time spent creating and designing the copyrighted advertisement.

POSITION - The rates provided for in this Agreement are for run of paper position (ROP). In no event will advertisements, reruns or returns be made because of the position in which an advertisement has been published. Special position requests ("Paid Position") will be honored to the extent possible. Paid position is available on first come basis on specified pages and size stipulation. Larger advertisements take priority with regard to Paid Position space. A 25% surcharge will be added to the rate for Paid Position advertisements.

PROOFS - Ad proofs will either be hand delivered in the city limits of Jefferson City or sent electronically for advertisements 12 column inches or larger. Ad proofs are sent to allow Advertiser to check the accuracy of content submitted by the Advertiser. Advertisements smaller than 12 column inches and second ad proof requests will be sent electronically.

MAKE OVER CHANGES AND CANCELLED ADS - An additional charge of $40 per hour for time spent creating and designing the advertisement will be added for advertisements ordered and then cancelled without insertion. Complete makeovers at proof time are subject to an additional charge of $40 per hour for time spent creating and designing the advertisement. Both charges will be billed at a one hour minimum.

OMISSION AND ERROR - Central Missouri Newspapers will endeavor to prevent errors and omissions in all advertisements. The liability of Central Missouri Newspapers for any error for which it may be responsible shall be limited to the cost of the actual space occupied by the advertisement in which the error occurred. The liability of Central Missouri Newspapers for typographical errors or o missions shall be limited to the cost of the advertisement. Central Missouri Newspapers shall not be liable for its failure for any reason to insert an advertisement in the Newspaper. In the event of errors or omissions by Central Missouri Newspapers that affect the value of the advertisement, the Newspaper will be responsible for the space occupied by the error and will publish a correction ad stating that the error is the fault of Central Missouri Newspapers provided that Advertiser notifies Central Missouri Newspapers within 24 hours after publication of the erroneous advertisement. Central Missouri Newspapers may write a letter to be posted in the store reflecting the correct information that should have been in the advertisement. Should the error or omission be the fault of the Advertiser (including errors not corrected when Advertiser reviews ad proof), a correction will be published at the expense of the Advertiser.

VERBAL AGREEMENTS - Central Missouri Newspapers will not be bound by any verbal agreements, promises, waivers, understandings or conditions of any nature that are not contained in a written Agreement.

TEAR SHEETS - Tear sheets requested prior to publication can be filed during the month and delivered with Advertiser's statement at a cost of $1 per tear sheet. Requests for tear sheets after publication or for a duplicate tear sheet previously furnished will be charged at the rate of $2 per tear sheet.

ROP DEPTH REQUIREMENT - The minimum size advertisement is one column inch. Advertisements ordered for more than 18.5 inches in depth will be charged as full 20.25 inch column depth. Advertisements ordered to be placed in tabloid-sized publications more than 10 inches in depth will be charged as full tabloid length of 11 inches.

DEADLINES - Deadlines for submitting ad copy are as set forth on the rate card. Deadlines for holiday editions, being the day before the holiday and the day of the holiday, are 48 hours earlier than the normal deadlines except that normal deadlines which fall on a Monday will be advanced to 4:00 p.m. the previous Friday for copy without proof. Advertisements containing multiple pages (more than two), or equivalent space in less pages, must be in the creative service department 24 hours prior to the normal deadlines set forth on the rate card. Special arrangements for deadlines can be made for weekly multiple page ads in tabloids.

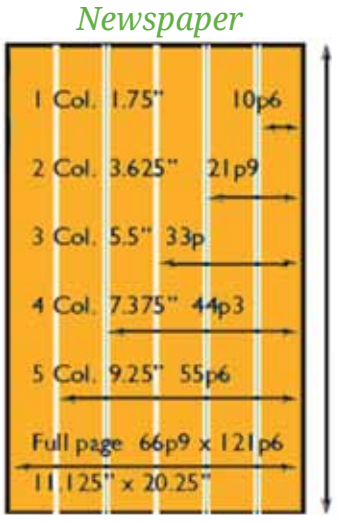
FORCE MAJEURE - Central Missouri Newspapers shall not be liable to the Advertiser for failure to publish all or any portion of the advertising that is the subject of an Agreement when such failure results directly or indirectly from fire, flood, earth quake, other acts of God, strikes, lockouts, other labor difficulties, acts of the public enemy, riots, insurrections, governmental regulations, or any other cause or event beyond control of Central Missouri Newspapers.

COMMERCIAL PRINTING

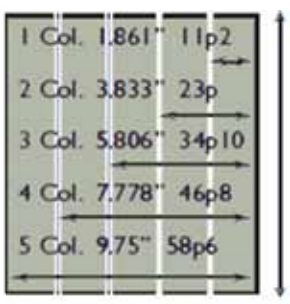
The News Tribune is among the 50 newspapers from 18 countries that achieved membership in the coveted International Newspaper Color Quality Club 2008- 2010. Only 12 North American newspapers earned the title including four from Canada, with seven having a circulation of 100,000 or greater.

The News Tribune's state of the art press, quality printing, binding and mailing capabilities have placed us among the state's top commercial printers. With customers from St. Louis, Kansas City, Springfield & Branson, along with the states of Kansas, Iowa and Oklahoma, we continue to expand. Complete graphic design is available with electronic pagination. Please contact Dale Eickhoff, (573) 761-0233 for quotes or additional information.

MECHANICAL SPECIFICATIONS



Double Truck 23.125" x 20.25"



Full Page 9.75" x 11"
with room for dateline
Double Truck 20.5" x 11"

REGIONAL INVESTMENT GUIDE

REACH OVER 150,000 READERS

Jefferson City News Tribune Sunday Edition 21,755 Paid Circulation
Jefferson City News Tribune Daily Edition 17,988 Paid Circulation
Monday thru Saturday

Jefferson City Tribune Review 13,500 Free Circulation
Carrier delivered to over 12,500 non-subscribers in Jefferson City and Holts Summit each Wednesday, plus 1,000 copies delivered to businesses in surrounding counties.

California Democrat 3,224 Paid Circulation
Weekly Wednesday Edition

Fulton Sun 4,133 Paid Circulation
5-Day Daily Sunday, Tuesday, Wednesday, Thursday & Friday

Sun Advertiser 8,792 Free Circulation
A free TMC (total market coverage) product distributed to nonsubscribers throughout Callaway County every Wednesday.

The Lake Today 13,000 Opt-in Circulation
US Postal Mailed to homes each Wednesday in the lake area plus key rack locations give the Lake Today over 13,000 copies distributed weekly.

REGIONAL GROUP DISPLAY RATES

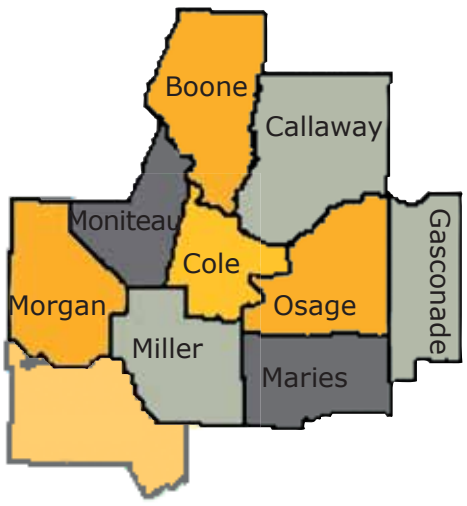
Jefferson City News Tribune Sunday Edition	$9.25 per column inch
Jefferson City News Tribune Daily Edition	$8.25 per column inch
Jefferson City Tribune Review	$3.00 per column inch
California Democrat	$3.25 per column inch
Fulton Sun	$5.25 per column inch
The Lake Today	$5.00 per column inch
Sun Advertiser	$2.05 per column inch

Rate based on same ad running in a minimum of three products within a seven-day period: Jefferson City News Tribune, Tribune Review, California Democrat, Fulton Sun, Sun Advertiser and the Lake Today. (All rates for combination buys are net.)

Give your ad the best reach Central Missouri's media has to offer.

REGIONAL GROUP PREPRINT RATES *(cost per thousand)*

	OPEN		7 - 23		24 - 51	
SIZE OF PREPRINT	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY
STD PGS/TAB PGS						
Single Card	$43	$44	$42	$43	$41	$42
2 Std./4 Tab to 8 Std./16 Tab	$44	$45	$42	$43	$41	$42
10 Std./20 Tab to 16 Std./32 Tab	$45	$46	$44	$45	$43	$44
20 Std./40 Tab to 24 Std./48 Tab	$46	$47	$45	$46	$44	$45



OTHER OPPORTUNITIES

Reach 81% of Cole County with the News Tribune in print and online.

HER ADVERTISING RATES

INSIDE BACK PAGE		INSIDE FRONT PAGE		BACK COVER	
1 issue	$1,200	1 issue	$1,520	1 issue	$1,680
3 issues	$1,100	3 issues	$1,420	3 issues	$1,580
6 issues	$1,000	6 issues	$1,320	6 issues	$1,480

EIGHTH PAGE		QUARTER PAGE		HALF PAGE	
1 issue	$170	1 issue	$275	1 issue	$425
3 issues	$150	3 issues	$245	3 issues	$390
6 issues	$130	6 issues	$210	6 issues	$355

OUTER STRIP		BOTTOM STRIP		FULL PAGE	
1 issue	$350	1 issue	$350	1 issue	$750
3 issues	$310	3 issues	$310	3 issues	$675
6 issues	$290	6 issues	$290	6 issues	$595

Ads must run consecutively for all six issue agreements and within the year of the agreement for all one and three issue agreements. All ads must be paid by the specified space reservation deadlines unless the advertiser has approved credit in good standing with Central Missouri Newspapers Inc. If this is the case, the advertiser will receive an invoice that shall be paid in full upon receipt. All advertising rates are net. Gross rates can be figured for agency purposes by adding 15%. HER Magazine requires a 60 day written notice prior to date of deadline for all ad cancellations. Advertisers have the option of complimentary ad design provided by HER Magazine's staff of graphic designers. If advertisers choose to submit a camera ready ad, a final deadline for submission will be established with his/her marketing consultant.

Contact info@hermagazinemidmo.com or 573.761.0229 for more information on advertising in HER Magazine.

HER MAGAZINE REACHES OVER 22,000 CENTRAL MISSOURI WOMEN.

CENTRAL MISSOURI NEWSPAPERS *Online*

FEATURED DIRECTORY LISTING

Open Rate $59/month With Online Bundle $29/month

The Shop Local Directory lists Central Missouri businesses and allows for descriptions, photos, maps, coupons and more to be uploaded to each business's directory listing. In addition, this service helps your website's search engine optimization.

ONLINE DISPLAY BANNERS

Starting at $3.01 cpm

We have a variety of page sponsorship and run-of-site ad programs to fit any budget and goal. Ask your sales rep for more information. The News Tribune gets over 1.5 million page views per month and 480,000 unique visitors.

CONTEST SPONSORSHIP

Ask about pricing

The News Tribune runs frequent reader contests such as Pick the Pros, March Mayhem and the Cutest Baby. These offers high frequency, interactive advertising opportunities. Ask your rep about upcoming opportunities.

For a full list of online advertising opportunities contact your marketing consultant at 573.761.0228.

Cole County Adults 18+

Rank Media	Cumulative Persons	Cumulative Ratings
1. NT WD/SUN + Website	46,466	80.2
2. JC News Tribune WD/SUN	39,077	67.5
3. JC News Tribune Sunday	36,124	62.4
4. JC News Tribune Weekday	32,372	55.7
5. Newstribune.com	27,553	47.6

**2011 Media Audit*

News Tribune

RETAIL ADVERTISING *(Per Column Inch)*

OPEN DISPLAY	*Daily*	*Sunday*
	$13.55	$15.30

ANNUAL ADVERTISING AGREEMENTS

$1,000	$10.75	$12.25
$3,000	$9.80	$11.35
$6,000	$9.45	$11.10
$9,000	$9.10	$10.75
$12,000	$8.85	$10.50
$18,000	$8.65	$10.25
$35,000	$8.40	$10.00
$50,000	$8.25	$9.75
$75,000	$7.90	$9.50
$100,000	$7.45	$8.95

Preprint conversion for ROP
7 - 23 inserts
24 - 51 inserts
52 - 77 inserts
78 - 99 inserts
100+ annual inserts
preprint agreement required.

The News Tribune increases circulation on the Wednesday before Thanksgiving. Sunday rates are used on this day to reflect the increase in readership.

ADDITIONAL INVESTMENT OPPORTUNITIES

NATIONAL ADVERTISING RATE *(per column inch)*

News Tribune Daily $17.60
Daily Color $3.50 up to $210
Tribune Review (pick-up) $3.50
News Tribune Sunday $19.30
Sunday Color $4.50 pci up to $250

Pick up rates within 6 days of original ad $9.00 per column inch (Excludes Sundays & Wednesdays) Gross Rate 15% commissionable to accredited advertising agencies.

CHURCH RATE *(per column inch)*

Daily $9.45
Sunday $11.00

Churches, clubs, community organizations and organizations supporting events that are not-for-profit. The News Tribune reserves the right to determine the non-profit status of any organization requesting this rate.

MULTIPLE INSERTION RATES *(pick-up)*

First Repeat $6.80
Second through Fifth $5.80

Retail ads picked up and published within a 7-day period earn discounted rates on Monday, Tuesday, Thursday, Friday and Saturday. Pick-up rates do not apply on Sunday and Wednesday.

COLOR OPPORTUNITIES

Daily $3.25/column inch up to $180
Sunday $4.25/column inch up to $210

TRIBUNE REVIEW RATES *(per column inch)*

Pick-up $3.00
Open $4.50
Color $2.75 per column inch up to $120

FRONT PAGE NOTES *2.875" x 2.875" paper stock.*

Quantity Ordered	Rate Per Thousand (CPM)
10,000 to 14,999	$60
15,000 to 29,999	$50
30,000 & Up	$40
No Zoning - Full Runs Only	

Price includes printing & distribution. For specs & other details, please contact your marketing consultant.

COPY DEADLINES

Day	Deadline	Day	Deadline
Monday	5 p.m. Thurs.	Friday	Noon Wed.
Health (Tues)	Noon Friday	TV Week (Fri)	Week Advance
Tuesday	Noon Friday	Saturday	5 p.m. Wed.
Flavor (Wed)	Noon Friday	Style (Sun)	Noon Tues.
Wednesday	Noon Monday	Sunday	5 p.m. Thurs.
Thursday	Noon Tuesday	Tribune Review	10 a.m. Mon.

All deadlines 24 hours earlier than regular deadlines for holiday editions, which includes the editions the day before the holiday and the day after the holiday. In cases where the normal deadline falls on a Monday, deadline for above will be advanced to 4 p.m. Friday for copy without proof.

FLIGHT PLAN *(per column inch)*

Let us help your business take flight! Showcase your special event or sales promotion. Run your ad in the Sunday News Tribune, three additional days during the week PLUS the Tribune Review! This gives you frequency and total market coverage at one great rate!

	First Ad	2nd-4th Ad	TMC
10-30 inches	$9.00	$6.00	$3.00

All ads must run within 7 days. Regular color rates apply.
See regional rates to include additional publications!

PRINT & DELIVER *Deliver your message for less than 6¢ per piece!*

Target your market with a Print and Deliver insert. Simply choose the distribution option that best fits your needs and your advertising budget. Your marketing consultant will help you with date selection, zoning and pricing.

TARGETED PUBLICATIONS

Active Times	1st Monday	Garden	Sunday
Escape	Thursday	TV Week	Friday
Style	Sunday	Church Page	Friday
Health	Tuesday	Home Living	Bi-Annual Mag
Mini Page	Tuesday	HER	Bi-Monthly Mag
Flavor	Wednesday	Views	Sunday

Annual Targeted Section list available upon request.

PREPRINT RATES *(cost per thousand)*

SIZE OF PREPRINT	*1-6 ANNUAL		7-23 ANNUAL		24-51 ANNUAL		52-77 ANNUAL	
STD PGS/TAB PGS	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY	DAILY	SUNDAY
Single Card	$50	$51	$43	$44	$42	$43	$41	$42
2 Std./4 Tab	$52	$53	$43	$44	$42	$43	$41	$42
4 Std./8 Tab	$54	$55	$44	$45	$43	$44	$42	$43
6 Std./12 Tab	$56	$57	$44	$45	$43	$44	$42	$43
8 Std./16 Tab	$59	$60	$54	$55	$53	$54	$52	$53
10 Std./20 Tab	$61	$62	$54	$55	$53	$54	$52	$53
12 Std./24 Tab	$64	$65	$54	$55	$53	$54	$52	$53
14 Std./28 Tab	$66	$67	$59	$60	$58	$59	$57	$58
16 Std./32 Tab	$68	$69	$59	$60	$58	$59	$57	$58
18 Std./36 Tab	$70	$71	$63	$64	$61	$62	$60	$61
20 Std./40 Tab	$70	$71	$63	$64	$61	$62	$60	$61

** Non-Contract Rates based on 6 or less preprints during a 12-month period.*
44 plus pages add $1 per thousand for every 4 tab pages and standard pages.
Standard page equals two tab pages.
Minimum Dimensions: 5"x7"; Maximum Dimensions 11"x12".
News Tribune Only
Full run circulation is billed at 22,000 Sunday; 18,000 Wednesday and 17,000 Monday, Tuesday, Thursday, Friday and Saturday.
No zoning will be allowed on Sundays or Thanksgiving.
Add $2 per thousand to weekday quantities less than full run. Minimum quantity of 10,000 required on weekdays.
The News Tribune increases circulation on Thanksgiving. Sunday rates are used on this day to reflect the increase in readership.

Tribune Review Only
Minimum quantity of 10,000 required.
Add $2 per thousand to quantities less than full fun.

GROSS QUANTITY OF PREPRINTS NEEDED

Sunday: 22,250
Wednesday: 18,200
Daily: 17,200

Preprint distribution numbers reflect ABC Audit September 30, 2011.

DELIVERY DEADLINES & SHIPPING ADDRESS

Preprints Shipping Address:
2130 Schotthill Woods Rd.
Jefferson City, MO 65101
Mailroom Contact:
Richard Slawson
Phone: 573-761-0214
Preprints need to be delivered a minimum of five business days prior to insertion date.

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Fulton Sun

LOCAL RETAIL & CLASSIFIED DISPLAY ADVERTISING RATES

FULTON SUN

Tuesday, Thursday, Friday	$6.95 pci
Sunday Wednesday	$7.55 pci
Pick-Up *(within 10 days)*	$4.40 pci

RETAIL ADVERTISING *(Per Column Inch)*

ANNUAL ADVERTISING AGREEMENTS

Contract	Base Rate
$800	$6.15
$1,500	$5.95
$3,000	$5.75
$6,000	$5.45
$9,000	$5.20
$12,000	$4.95
$18,000	$4.70
$25,000	$4.70 ($1.50 pci color)

SUN ADVERTISER RATES *(Per Column Inch)*

$2.05 pci
Sun Advertiser is a free TMC (total market coverage) product distributed to non-subscribers throughout Callaway County every Wednesday. 9,000 copies printed weekly are distributed weekly by carrier or mail.
This is a pick-up rate, every ad must run at least one other day in the Fulton Sun.

FLIGHT PLANS

3 Publications, 1 Rate, 12,000+ Homes

Black & White $12.25 pci **Full Color $15.50 pci**	Includes: (1) Sunday or Wednesday run in the Fulton Sun (1) Tuesday, Thursday or Friday pick-up in the Fulton Sun (1) Run in the Sun Advertiser Must be the same ad in all three issues and dates must be within a 7 day window.

5 Publications, 1 Rate, 12,000+ Homes

Black & White $19.25 pci **Full Color $22.00 pci**	Includes: (1) Sunday & Wednesday run in the Fulton Sun (2) Dailies (Tuesday, Thursday & Friday) (1) Run in the Sun Advertiser Must be the same ad in all three issues and dates must be within a 7 day window.

6 Publications, 1 Rate, 12,000+ Homes

Full Color Only $25.00 pci	Includes: Every publication for 1 week including the Sun Advertiser

ADDITIONAL INVESTMENT OPPORTUNITIES

NATIONAL ADVERTISING RATE *(Per Column Inch)*

Tuesday, Thursday, Friday	$8.25 pci
Sunday Wednesday	$9.25 pci
Sun Advertiser (pick-up)	$2.50 pci

Gross rates 15% commissionable to accredited advertising agency

POLITICAL RATE *(Per Column Inch)*

Tuesday, Thursday, Friday	$6.75 pci
Sunday Wednesday	$7.00 pci

Political advertising must be paid in advance of publication. All ads must carry a standard disclaimer statement of name of person or committee placing ad.

THANK YOU / NON-PROFIT RATE *(Per Column Inch)*

Tuesday, Thursday, Friday	$6.00 pci
Sunday Wednesday	$7.25 pci

MULTIPLE INSERTION RATES *(Pick-Up)*

Tuesday, Thursday, or Friday — $4.40 pci
(Within 10 days)

COLOR OPPORTUNITIES

$2.75 pci up to $120.00

PREPRINT RATES

SIZE OF PREPRINT STD PGS/TAB PGS	OPEN RATE	12-23 PER YEAR	24-51 PER YEAR	52 & OVER
Single Sheet	$45	$40	$38	$36
8Pg Tab	$58	$54	$52	$50
16Pg Tab	$61	$57	$55	$53
24Pg Tab	$70	$65	$64	$60
32Pg Tab	$78	$72	$69	$66
40Pg Tab	$85	$78	$75	$72

44 plus pages add $1 per thousand for every 4 tab pages.
Fulton Sun: Daily full run is 4,000; Sunday & Wednesday are 4,300. No zoning is allowed.
Sun Advertiser: Full run is 9,000. Quantities less than full run will be charged $10/M extra; a minimum quantity of 5,000 required.
Delivery Deadline: Five business days prior.
Delivery Address: 2130 Schotthill Woods Rd., Jefferson City, MO 65251
Receiving Hours: Monday-Friday 8 a.m-5 p.m.
Inserts must be skidded in shrink wrap, boxed or bundled and quantity must be marked on each. Flaps of 5" or less will be charged at $1 per thousand on regular sections and 50¢ per thousand on tabloid sections.

115 E Fifth St., Fulton, MO 65251 Phone 573.642.7272 Fax: 573.642.0656 Email: display@fultonsun.com www.fultonsun.com

CALIFORNIA & THE LAKE

WEDNESDAY ONLY PAPERS

ADVERTISING RATES *(per column inch)*

the LAKE TODAY
THE LAKE AREA'S FULL COLOR NEWSPAPER

Distribution over 13,000!

	6X RATE	12X RATE	24X OR MORE
6-20 in	$8.40	$7.35	$6.30
21-50 in	$7.98	$6.93	$5.88
51-90 in	$7.56	$6.51	$5.46
91+ in	$7.14	$6.09	$5.04

Open rate is $10.50 per column inch.

All ads receive free full color!

INSERT RATES

$50 per thousand	Single Sheet
$55 per thousand	Up to 8 tabloid pages
$56 per thousand	Up to 12 tabloid pages
$59 per thousand	Up to 16 tabloid pages
$61 per thousand	20 or more tabloid pages

A minimum of 13,000 required for full run. Additional fee for partial run.

The Lake Today is delivered by mail to over 8,300 subscribers as well as over 750 households in HH (Horseshoe Bend) providing 100% mail delivery in that area. 4,000 copies are distributed by racks in key areas throughout the Lake Area including: Lake Ozark, Osage Beach, Kaiser, the North Shore, Eldon, Camdenton, and Versailles, among other communities.

Deadline for space reservation is Friday at noon prior.

POLITICAL

Political advertising is accepted and must be paid in advance. All ads must carry a standard disclaimer statement of name of person or committee placing ad, chair-person and treasurer. The political rate is $6.93 per column inch.

CHURCH & CIVIC RATE:

Figured at the lowest display contract level rate for events and services deemed not to be regularly competitive with the newspaper's business clients. All other policies and guidelines apply.

WWW.THELAKETODAY.COM
PO Box 1378, 101 Crossings West Suite 203, Lake Ozark, MO 573.365.2827 jvanderpool@thelaketoday.com

California Democrat
Montgomery County's Fulton Business — Established 1858

The California Democrat is a 3,500 circulation weekly serving California and the surrounding area. The Tribune Review is a free distribution publication with a total of over 13,500 copies. The California Democrat is distributed by carrier in California on Wednesdays and mailed on Wednesdays. The Tribune Review is distributed by carrier in California, Jefferson City and Holts Summit.

OPEN RATE $6.40
Published on Wednesdays

26-WEEK CONTRACT $6.30
Advertiser must run 26 issues.

52-WEEK CONTRACT $6.15
Advertiser must run every issue for a year.

TRIBUNE REVIEW $3.00
Published on Wednesday

NATIONAL $8.20
Gross Rate 15% commissionable to accredited advertising agencies.

PREPRINT RATES $60
Full run is 3,500. No zoning allowed. Cost is per thousand.

COLOR $2.75
Per column inch, up to $120.

P.O. Box 126, 319 S. High, California, MO 65018
Office: 573-796-2135 Fax: 573-796-4220
Email: pkelsay@californiademocrat.com
www.californiademocrat.com

Ask your marketing consultant about creating an integrated Central Missouri Campaign combining print and online advertising opportunities.