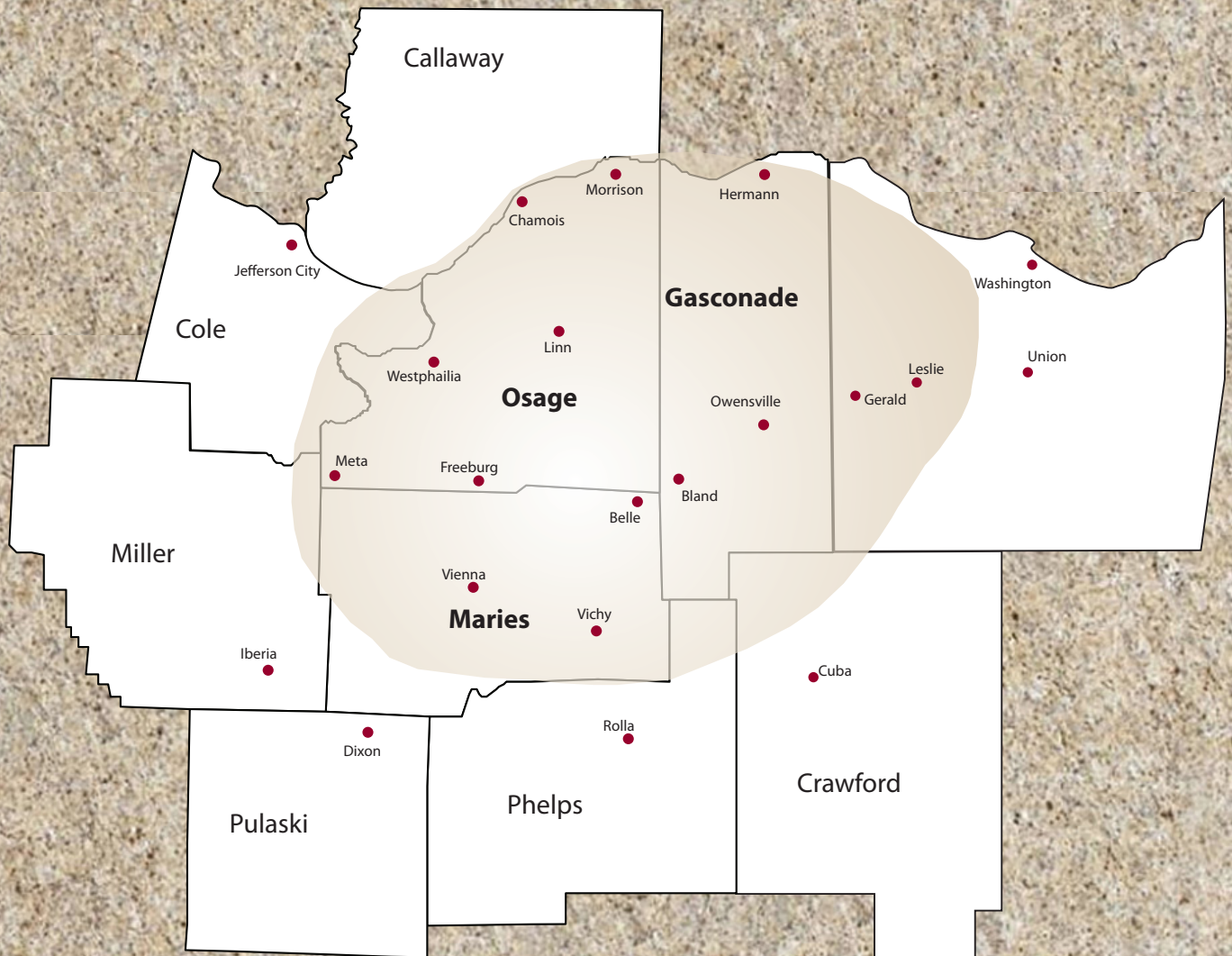




OSAGE COUNTY  
**Unterrified Democrat**  
SINCE 1866

GASCONADE COUNTY  
**Republican**  
SINCE 1902

MARIES COUNTY  
**Advocate**  
SINCE 2016



Owensville ~ 573.437.2323, Linn ~ 573.897.3150, Belle ~ 573.859.3323, Vienna ~ 573.422.6323  
Advertising: [dwarden@wardpub.com](mailto:dwarden@wardpub.com) • P.O. Box 540, Owensville, MO 65066

OSAGE COUNTY  
**Unterrified Democrat**  
SINCE 1866

Linn — 573.897.3150  
Email — [udnalinn@gmail.com](mailto:udnalinn@gmail.com)  
300 East Main Street, Linn MO 65051

Publication Date — Wednesdays  
Advertising Deadline — Monday, Noon  
Total Paid Circulation — 3,567

GASCONADE  
COUNTY  
**Republican**  
SINCE 1902

Owensville — 573.437.2323  
Email — [dwarden@wardpub.com](mailto:dwarden@wardpub.com)  
P.O. Box 540, Owensville, MO 65066

Publication Date — Wednesdays  
Advertising Deadline — Monday, Noon  
Total Paid Circulation — 2,815

MARIES COUNTY  
**Advocate**  
SINCE 2016

Belle — 573.859.3323,  
Vienna — 573.422.6323  
Email — [jwarden@wardpub.com](mailto:jwarden@wardpub.com)

Publication Date — Wednesdays  
Advertising Deadline — Monday, Noon  
Total Paid Circulation — 804

*east central*  
**ad mart**

Owensville — 573.437.2323  
Email — [dwarden@wardpub.com](mailto:dwarden@wardpub.com)

Distributed by Mail — Tuesday  
Advertising Deadline — Thursday, Noon  
Total Paid Circulation — 6,543 — 100% Mail

## ADVERTISING RATES

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**Unterrified Democrat ~ Open Rate** ..... \$4.50 per column Inch  
**Unterrified Democrat ~ Classified Display/Legals** ..... \$4.75 per column Inch

**Republican ~ Open Rate** ..... \$4.90 per column Inch  
**Republican ~ Classified Display/Legals** ..... \$5.00 per column Inch

**Advocate ~ Open Rate** ..... \$4.75 per column inch  
**Advocate ~ Non-Profit Rate** ..... \$4.00 per column inch  
**Advocate ~ Classified Display/Legals** ..... \$5.00 per column inch

**Color Charge (UD)** ..... \$2.50 per column inch  
**1/4 Page** ..... \$100.00  
**1/2 Page** ..... \$180.00  
**Full Page** ..... \$250.00

**Color Charge (MCA & GCR)** ..... \$2.00 per column inch  
**1/4 Page** ..... \$64.50  
**1/2 Page** ..... \$125.00  
**Full Page** ..... \$175.00

**Combination Rates ~ Open Discounts (Discount on BW - Color is Regular Price, Ad must be a 2 column x 5 inch or bigger ad to receive discount)**

**Two Publications** ..... 15% Discount  
**Three Publications** ..... 20% Discount

**UD, GCR & MCA ~ 2 col. x 5 inch** ..... \$113.20 BW; \$178.2 Color  
**UD, GCR & MCA ~ 1/4 page** ..... \$400.17 BW; \$629.17 Color  
**UD, GCR & MCA ~ 1/2 page** ..... \$800.34 BW; \$1,230.34 Color  
**UD, GCR & MCA ~ Full page** ..... \$1560.10 BW; \$2,160.10 Color

**Pick-Up Rate for Ad Mart** ..... \$2.30 per column inch  
**Open Rate for Ad Mart** ..... \$5.90 per column inch

OSAGE COUNTY  
**Unterrified Democrat**

SINCE 1866

**PAID CIRCULATION**

LINN	
Mail & Counter Sales.....	1164
WESTPHALIA	
Mail & Counter Sales.....	390
FREEBURG	
Mail & Counter Sales.....	265
CHAMOIS & MORRISON	
Mail & Counter Sales.....	217
LOOSE CREEK & BONNOTS MILL	
Mail & Counter Sales.....	388
JEFFERSON CITY	
Mail & Counter Sales.....	437
BELLE & BLAND	
Mail & Counter Sales.....	154
VIENNA, META & Argyle	
Mail & Counter Sales.....	241
In Missouri & Other States	
Mail.....	311
<b>Total UD Circulation .....</b>	<b>3567</b>

MARIES COUNTY  
**Advocate**

**PAID CIRCULATION**

BELLE - 65013	
Mail & Counter Sales.....	327
VIENNA - 65582	
Mail & Counter Sales.....	351
BLAND - 65014	
Mail & Counter Sales.....	72
In Missouri & Other States	
Mail.....	54
<b>Total Advocate Circulation.....</b>	<b>804</b>

GASCONADE COUNTY  
**Republican**

SINCE 1902

**PAID CIRCULATION**

OWENSVILLE - 65066	
Mail & Counter Sales.....	1749
ROSEBUD - 63091	
Mail & Counter Sales.....	173
GERALD - 63037	
Mail & Counter Sales.....	315
BLAND - 65014	
Mail & Counter Sales.....	108
BELLE - 65013	
Mail & Counter Sales.....	101
HERMANN - 65041	
Mail & Counter Sales.....	144
In Missouri & Other States	
Mail.....	225
<b>Total Republican Circulation .....</b>	<b>2,815</b>



**100% DIRECT MAIL**

OWENSVILLE - 65066	
<b>Total.....</b>	<b>1736</b>
ROSEBUD - 63091	
<b>Total.....</b>	<b>609</b>
GERALD - 63037	
<b>Total.....</b>	<b>1520</b>
BLAND - 65014	
<b>Total.....</b>	<b>1116</b>
BELLE - 65013	
<b>Total.....</b>	<b>1566</b>
<b>Total Ad Marts Mailed .....</b>	<b>6,547</b>

## Full-page advertisement is

(164 col. in.) **\$738**  
Add Color for - \$250

### 1/2-page

(84 col. in.)

**\$378**

Add Color for - \$180

### 1/4-page

(42 col. in.)

**\$189**

Add Color for - \$100

**2x5**  
(10 col. in.)  
**\$45.00**

Add Color for  
\$25.00

### 1/8-page

(21 col. in.)

**\$95.50**

Add Color for - \$52.50

GASCONADE  
COUNTY  
**Republican**  
SINCE 1902

**Full-page  
advertisement is**

(129 col. in.) **\$632.10**

Add the Ad-Mart - \$296.70

Add Color for - \$175

**1/2-page**

(64.5 col. in.)

**\$316.05**

Add the Ad-Mart - \$148.35

Add Color for - \$125

**1/4-page**

(32.25 col. in.)

**\$158.03**

Add the Ad-Mart - \$74.18

Add Color for - \$64.50

**2x5**

(10 col. in.)

**\$40.00**

Add the Ad-Mart

\$23.00

Add Color for

\$20.00

**1/8-page**

(16.5 col. in.)

**\$80.85**

Add the Ad-Mart - \$37.95

Add Color for - \$33.00

A **FULL PAGE** ad is 12.5 inches x 21.5 inches. A **HALF PAGE** ad is 12.5 inches x 10.75 inches, 8.27 inches x 16 inches or 6.16 inches x 21.5 inches. A **QUARTER PAGE** ad is 6.16 inches x 10.75 or 12.5 inches x 5.25 inches. An **EIGHTH OF A PAGE** ad is 6.16 inches x 5.5 inches. A **2x5** ad is 4 inches x 5 inches.

MARIES COUNTY  
**Advocate**  
SINCE 2016

**Full-page  
advertisement is**

(129 col. in.) **\$400**

Add the Ad-Mart - \$296.70  
Add Color for - \$175

**1/2-page**  
(64.5 col. in.)

**\$240**

Add the Ad-Mart - \$148.35  
Add Color for - \$125

**1/4-page**  
(32.25 col. in.)

**\$135**

Add the Ad-Mart - \$74.18  
Add Color for - \$64.50

**2x5**

(10 col. in.)

**\$47.50**

Add the Ad-Mart  
\$23.00  
Add Color for  
\$20.00

**1/8-page**  
(16.5 col. in.)

**\$78.38**

Add the Ad-Mart - \$37.95  
Add Color for - \$33.00

A **FULL PAGE** ad is 12.5 inches x 21.5 inches. A **HALF PAGE** ad is 12.5 inches x 10.75 inches, 8.27 inches x 16 inches or 6.16 inches x 21.5 inches. A **QUARTER PAGE** ad is 6.16 inches x 10.75 or 12.5 inches x 5.25 inches. An **EIGHTH OF A PAGE** ad is 6.16 inches x 5.5 inches. A **2x5** ad is 4 inches x 5 inches.

## Tabloid Special Section Price List

### Full-Page

\$341 Color - \$241 BW

**UD or GCR and MCA** - \$511.50 Color or \$361.50 BW

**UD, GCR and MCA** - \$852.50 Color or \$602.50 BW

In the GCR and MCA the Full Page is 10.167 x 12.5 inches. In the UD the Full Page is 10.125 x 13.667 x Inches.

### 1/2-Page

\$183 Color - \$133 BW

**UD or GCR and MCA** - \$274.50

Color or \$232.90 BW

**UD, GCR and MCA** - \$457.50 Color or \$365.90 BW

In the GCR and MCA the 1/2-Page is 5 x 12.5 inches or 10.1667 x 6.167 inches.

In the UD the 1/2-Page is 4.979 x 12.9 Inches or 10.125 x 6.722 Inches.

### 3/8-Page

\$138.50 Color - \$104 BW

**UD or GCR and MCA** - \$221.60

Color or \$166.40 BW

**UD, GCR and MCA** - \$360.10 Color or \$270.40 BW

In the GCR and MCA the 3/8-Page is 5 x 9.5 inches. In the UD the 3/8-Page is

4.979 x 10.167 Inches

### 1/4-Page

\$98 Color - \$73 BW

**UD or GCR and MCA** - \$166.60

Color or \$124.10 BW

**UD, GCR and MCA** - \$264.60

Color or \$197.10 BW

In the GCR and MCA the 1/4-Page is 5 x 6.167 inches. In the UD the 1/4-Page is 4.979 x 6.72 x Inches

### 1/8-Page

\$54 Color - \$39 BW

**UD or GCR and MCA** - \$94.50 Color or \$68.25 BW

**UD, GCR and MCA** - \$148.50 Color or \$107.25 BW

\*In the GCR and MCA the 1/8-Page is 5 x 3 inches. In the UD the 1/8-Page is 4.979 x 3.27 Inches.