

Traveler

Classified Advertising

Missouri's Outdoor Marketplace

Consistent, economical visibility for your business. If we don't have a classification that fits your operation, we'll create a new one.

Year-round classified advertisers get 20% off display ads in the front section of Traveler.



Basic Unit of Space in our classified section is a business card size ad 3.25 inches wide x 1.9 inches tall

CLASSIFIED COLOR RATES
\$35 add'n'l for ads up to 4 business card spaces.
\$50 add'n'l for ads 5 to 7 business card spaces.
\$100 add'n'l for 8 space ads or larger.

Classified Display Rates: 3 months, \$26 per month; 6 months, \$23 per month, 11 months, \$21 per month. Additional business card size units are discounted 20%.

Word Ad Rates: First 20 words, \$10, then 30 cents per additional word for one month and 30 days on line. For additional months, multiply above by number of months, apply 5% discount to entire amount for 2 months, 10% for 3-5 months, 15% to 6-10 months, 20% for 11 months or longer.



All ads run online at River Hills Traveler Trading Post at no charge. Links from ads to your website, \$10 for first month, \$5 per add'n'l month.

Mechanical specifications: 6-column tabloid format for classified advertising. Column width 1.5315 inches, gutter width .1667 inches, page size 1.375 inches by 16.5 inches, image size 10 inches by 15.5 inches. The top half-inch of each page is reserved for page information.

Classified Display column widths: 1 column, 1.5 inches; 2 columns, 3.2 inches; 3 columns, 4.9 inches, 4 columns, 6.6 inches; 5 columns, 8.3 inches; 6 columns, 10 inches.

Composition: Our staff is happy to create your ad for you at no extra charge and provide you a fax or electronic proof if copy is received by deadline. Repeat proofing and reworking of ads will be charged at our shop rate of \$25 per hour.

Electronic Formats: We also accept electronic files, preferably as PDFs (Portable Document Format). Email to adv@rhtrav.com.

River Hills Traveler

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