



River Hills Traveler

P.O. Box 220 Valley Park, MO 63088 Phone 800-874-8423

www.riverhillstraveler.com email: adv@rhtrav.com

Emery A. Styron, Editor & Publisher

River Hills Traveler is published monthly, February through December, and has served the Missouri outdoors community since 1973. Traveler circulation is 5,000 per issue, with approximately 60% distributed via U.S. Mail to subscribers, and the remaining 40% sold on newsstands and given out as samples. Subscription rate is \$19 for one year, \$33 for two years. Single copy price is \$2.59.

Zip Code breakdown of mail circulation

St. Louis Metro Area — 50.5%

Missouri Zips 630, 5631, 633

Illinois Zips 620, 621, 622

Southeast Missouri — 32.6%

Zips 636, 637, 638, 639

Central Missouri — 7%

Zips 650, 651, 652, 653, 654, 655

Elsewhere in Missouri — 3.8%

Elsewhere in U.S. — 5.9%

Traveler's website, www.riverhillstraveler.com, is built around *Missouri Guides & Outfitters*, our online/print directory of outdoors-related businesses, and Trading Post, our online, outdoor, classified marketplace. The website also includes regularly updated outdoor news, photo gallery, back issues summaries, media kit and contact information. For information on advertising on our website, call 1-800-874-8423 or email estyron@rhtrav.com.

DISPLAY ADVERTISING RATES

SIZE	1 TIME	3 TIMES	6 TIMES	11 TIMES
	Full Rate	10% Disc.	15% Disc.	20% Disc.
Double Truck	1,172	1,055	998	938
Full Page	625	563	531	500
Back Cover	475	428	404	380
1/2 Page	341	307	290	273
3/8 Page	276	248	235	221
1/4 Page	185	167	157	148
1/8 Page	131	118	111	105
1/8 Page	105	95	88	83
1/16 Page	62	56	53	50

ALL ADS ALSO RUN ON OUR WEBSITE, UNDER TRADING POST

FULL COLOR: Up to 1/8 Page: \$35, 1/8 to 1/4 Page: \$50, 3/8 Page & Up: \$100. Color included in back cover price above.

CLASSIFIED DISPLAY RATES

Based on business card size space, 3.125 x 1.875 inches

ALL ADS ALSO RUN ON OUR WEBSITE, UNDER TRADING POST

AD SIZE	1 TIME	3 TIMES	6 TIMES	11 TIMES
	Full Rate	10% Disc.	15% Disc.	20% Disc.
1 space	29.00	26.00	23.00	21.00
2 spaces	52.20	47.00	44.50	41.75
3 spaces	75.40	67.90	64.00	60.25
6 spaces	145.00	130.50	123.25	116.00
8 spaces	190.40	171.40	161.85	152.30
12 spaces	283.20	255.00	249.25	226.50

FULL COLOR: Up to 2 spaces: \$35, 3-6 spaces: \$50, 7 spaces & Up: \$100

WORD AD RATES: First 20 words, \$10, 30¢ per additional word, for one print issue and 30 days online. Discounts: 5% discount for 2 months, 10% for 3 to 5 months, 15% for 6 to 10 months, 20% for 11 months or longer.

TRAVEL MAP RATES

Business card ad (3.25 x 1.9 inches) plus your business name and location on map. Three month minimum. Color: \$15 per month. Maps run on website.

PRICE PER MONTH	TOTAL	Maps start with Jan-Feb sports show issue and run thru October.
1st Month	\$53	FREE COLOR ON DISPLAY ADS IN NOVEMBER & DECEMBER TO ANY MAP ADVERTISER RUNNING AT LEAST SIX ISSUES. Full season map advertisers get 20% discount on display advertising. Flexible billing for season businesses. 10% discount for payment in full by June 1.
2nd Month	\$48	
3rd Month	\$46	
4th Month	\$44	
5th Month	\$42	
6th Month	\$38	
7th Month	\$34	
8th Month	\$32	
9th Month	\$32	

20% discount for add'l spaces