


2010

MEDIA KIT

Editorial & Planning Calendar



ST. LOUIS
COMMERCE
MAGAZINE

St!Louis
Perfectly Centered. Remarkably Connected.

CIRCULATION/DISTRIBUTION

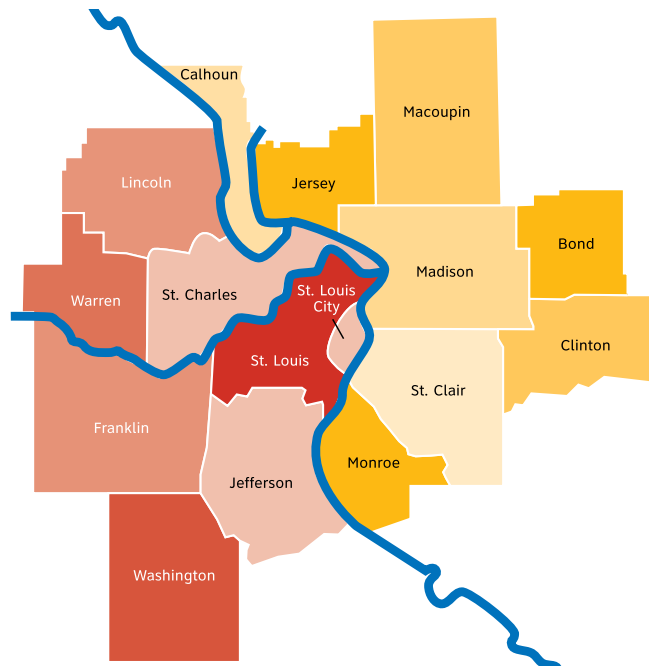
St. Louis Commerce Magazine is produced 5 times a year, plus the annual membership directory in March. Published by the St. Louis Regional Chamber and Growth Association each month, more than 11,500 copies are printed and distributed to:

- RCGA members, including the top executives and decision makers at more than 4,000 small, medium and large companies
- Public officials in the 16-county region, of Missouri and Illinois
- Select retail outlets such as World News, Borders, supermarkets, drug stores, the airport and university bookstores
- Membership of organizations interested in the economic climate of the region
- Relocation decision-makers at Fortune 2000 companies whom the RCGA's economic development department is encouraging to relocate to St. Louis
- Additional distribution available at selected area hotels, restaurants, banking institutions and public libraries

Geared towards public sector and private sector decision makers in the 16-county region, *St. Louis Commerce Magazine* focuses on economic and business news to help promote the region, profiles successful companies, and features the region's business leaders who are making a difference in St. Louis.

TOTAL MONTHLY CIRCULATION: 9,700
TOTAL MONTHLY DISTRIBUTION: 11,500

RCGA REGION MAP



John Bilhorn 314.444.1161 jbilhorn@stlrcga.org

2010 EDITORIAL CALENDAR

IN EVERY ISSUE:

- Commerce in Brief
- Making Headlines
- On the Town
- Taste of the Region
- News Makers
- In the Spotlight
- Get Connected
- Investing in the Region
- From the Ground Up
- Day in the Life of...
(Profile of regional CEO's)

JANUARY/FEBRUARY

EDITORIAL FOCUS: EDUCATION/MEDICAL SCIENCE
AND SERVICES

- Technology
- Sustainability
- Talent Recruitment/Retention
- Infrastructure/Multi-Modal Transportation Logistics
- Economic Development Industry Clusters

Space Reservations due: **November 25**
Artwork due: **December 4**

MARCH/APRIL

ROSTER 2009

Who's Who, What's What
The RCGA Annual Membership Roster

Space Reservations due: **December 18**
Artwork due: **January 12**

MAY/JUNE

EDITORIAL FOCUS: BIOTECHNOLOGY/BIOFUEL/PLANT
SCIENCE & NUTRITION

(BIO International: May 3 – 6, Chicago)

- Sustainability
- Law

Space Reservations due: **March 22**
Artwork due: **March 29**

JULY/AUGUST

EDITORIAL FOCUS: COMMERCIAL/RESIDENTIAL PROPERTY

- Downtown and Region Wide "Main Street" Progress
- Technology
- Quantifiable Regional Strengths
- Talent Recruitment/Retention

Space Reservations due: **May 24**
Artwork due: **May 31**

SEPTEMBER/OCTOBER

EDITORIAL FOCUS: SUSTAINABILITY/THE GREEN ISSUE

- 4 Initiatives — One Year Later
- Technology
- Financial and Information Services
- Locational Advantages
- Entrepreneurial Opportunities

Space Reservations due: **July 23**
Artwork due: **July 30**

NOVEMBER/DECEMBER

EDITORIAL FOCUS: GREATER ST. LOUIS TOP 50 BUSINESSES
IN THE REGION/CONSTRUCTION AND DEVELOPMENT

- Technology
- Sustainability
- Law

Space Reservations due: **September 24**
Artwork due: **September 30**

SEND PRESS RELEASES TO: MEG@SGGDESIGN.COM

Advertising: John Bilhorn 314.444.1161 jbilhorn@stlrcga.org

Advertorials

A Bold New Way
For You To Tell
Your Story
Your Way

Take this opportunity to profile
your top executives, explain why
your company is an industry leader,
discuss new services and products.

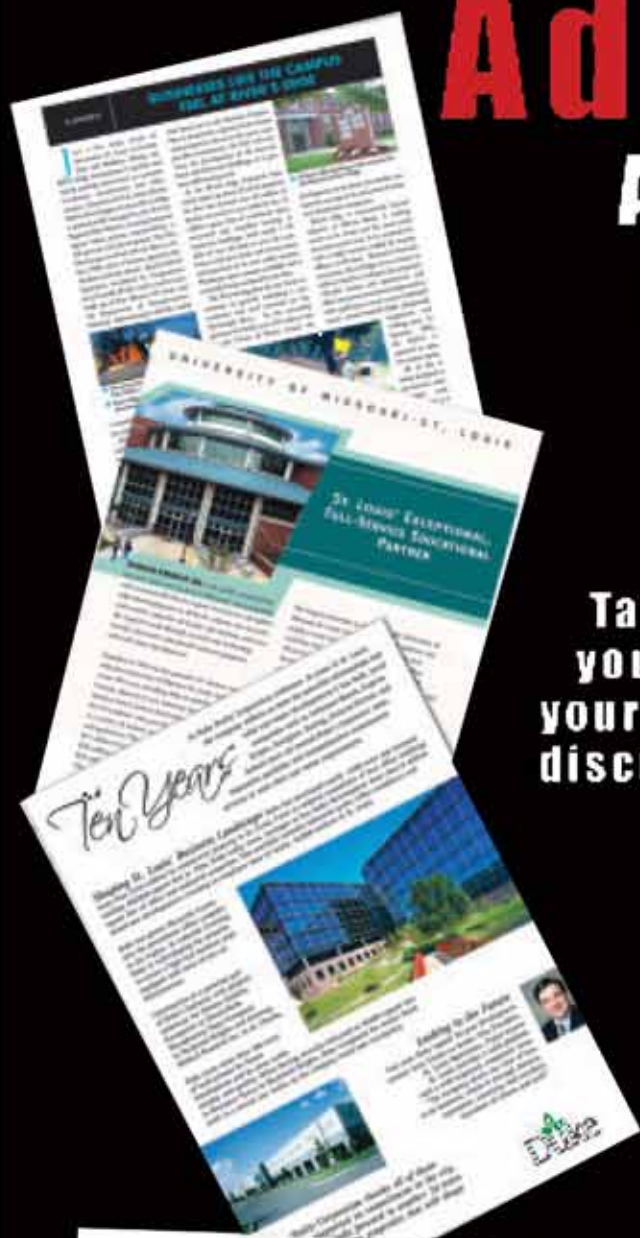
Rates:

1 time = \$2,770.

3 time Frequency* = \$2,440.

6 time Frequency* = \$2,290.

* ad copy may change to meet marketing needs
"Paid Advertising Section" must appear at the top
or bottom of the submitted advertorial.



2010 AD & ADVERTORIAL RATES

BLACK & WHITE ADS

	1 Time	3 Times	6 Times
Two-page spread	\$ 3,955	\$ 3,645	\$ 3,365
Half-page spread	2,730	2,440	2,290
Full page	2,290	2,005	1,865
Two-thirds page	1,730	1,365	1,210
Half-page horizontal	1,400	1,210	935
One-third vertical	1,090	935	790
One-third square	935	790	625
One-sixth vertical	630	465	390

FULL COLOR PROFILE/ADVERTORIAL ADS

	1 Time	3 Times	6 Times
Full page	\$ 2,770	\$ 2,440	\$ 2,290
Two-page spread	4,870	\$ 4,585	\$ 4,305

FULL COLOR ADS

	1 Time	3 Times	6 Times
Two-page spread	\$ 4,870	\$ 4,585	\$ 4,305
Half-page spread	3,445	3,150	3,010
Full page	2,770	2,440	2,290
Two-thirds page	2,150	1,815	1,680
Half-page horizontal	1,815	1,680	1,515
One-third vertical	1,575	1,210	1,090
One-third square	1,380	1,210	1,090
One-sixth vertical	1,090	790	625

2010 WHO'S WHO, WHAT'S WHAT MEMBERSHIP DIRECTORY

Buying an ad in the Membership Directory edition does not apply towards frequency, except for 6-time contracts.

	B/W AD	COLOR ADS
Two-page spread	\$ 3,955	\$ 4,870
Two-page profile/ADVERTORIAL	N/A	4,870
Half-page spread	2,730	3,445
Full page profile/ADVERTORIAL	N/A	2,770
Full page	2,290	2,770
Two-thirds page	1,730	2,150
Half-page horizontal	1,400	1,815
One-third vertical	1,090	1,575
One-third square	935	1,380
One-sixth vertical	630	1,090

John Bilhorn 314.444.1161 jbilhorn@stlrcga.org

2009 AD & ADVERTORIAL FORMATS

<p>Full-Page Non-Bleed 7 x 10</p> <p>Full-Page Trim 8 ³/₈ x 10 ⁷/₈ (8.375 x 10.875)</p> <p>Full-Page Bleed 8 ⁵/₈ x 11 ¹/₈ (8.625 x 11.125)</p>	<p>Two-Page Spread Non-Bleed 15 ⁹/₁₆ x 10 (15.5625 x 10)</p> <p>Two-Page Spread Trim 16 ³/₄ x 10 ⁷/₈ (16.75 x 10.875)</p> <p>Two-Page Spread Bleed 17 x 11 ¹/₈ (17 x 11.125)</p>
	<p>Half-Page Spread Non-Bleed 5 ⁹/₁₆ x 4 ¹⁵/₁₆ (15.5625 x 4.9375)</p>

<p>Half-Page Horizontal 7 x 4 ¹⁵/₁₆ (7 x 4.9375)</p>	<table border="1" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>One-Third Page Vertical 2 ¹/₄ x 10 (2.25 x 10)</p> </td> <td style="width: 50%; vertical-align: top;"> <p>Two-Thirds Page Vertical 4 ¹¹/₁₆ x 10 (4.6875 x 10)</p> </td> </tr> </table>	<p>One-Third Page Vertical 2 ¹/₄ x 10 (2.25 x 10)</p>	<p>Two-Thirds Page Vertical 4 ¹¹/₁₆ x 10 (4.6875 x 10)</p>
<p>One-Third Page Vertical 2 ¹/₄ x 10 (2.25 x 10)</p>	<p>Two-Thirds Page Vertical 4 ¹¹/₁₆ x 10 (4.6875 x 10)</p>		
<table border="1" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>One-Third Page Square 4 ¹¹/₁₆ x 4 ¹⁵/₁₆ (4.6875 x 4.9375)</p> </td> <td style="width: 50%; vertical-align: top;"> <p>One-Sixth Page Vertical 2 ¹/₄ x 4 ¹⁵/₁₆ (2.25 x 4.9375)</p> </td> </tr> </table>	<p>One-Third Page Square 4 ¹¹/₁₆ x 4 ¹⁵/₁₆ (4.6875 x 4.9375)</p>	<p>One-Sixth Page Vertical 2 ¹/₄ x 4 ¹⁵/₁₆ (2.25 x 4.9375)</p>	
<p>One-Third Page Square 4 ¹¹/₁₆ x 4 ¹⁵/₁₆ (4.6875 x 4.9375)</p>	<p>One-Sixth Page Vertical 2 ¹/₄ x 4 ¹⁵/₁₆ (2.25 x 4.9375)</p>		

Three Columns per page

Spread size: 15 1/2" wide by 10" deep

Shipping instructions:

COPY MUST BE CAMERA READY.

John Bilhorn 314.444.1161 jbilhorn@stlrcga.org

2009 AD & ADVERTORIAL MECHANICAL CHECKLIST

Please xerox this form for future use and attach copy to advertisement submission.
 Check list also available online at: http://www.stlcommercemagazine.com/pdf/mechanical_checklist.pdf

Advertiser Name: _____	Today's Date _____	Submission Month _____
Contact Person: _____ phone: _____	/ /	_____

AD SIZE

- | | |
|--|--|
| <input type="checkbox"/> Two-Page Spread Non-Bleed (15 ⁹ / ₁₆ x 10) | <input type="checkbox"/> Two-Thirds Page Vertical (4 ¹¹ / ₁₆ x 10) |
| <input type="checkbox"/> Two-Page Spread Trim (16 ³ / ₄ x 10 ⁷ / ₈) | <input type="checkbox"/> Half-Page Spread Non-Bleed (15 ⁹ / ₁₆ x 4 ¹⁵ / ₁₆) |
| <input type="checkbox"/> Two-Page Spread Bleed (17 x 11 ¹ / ₈) | <input type="checkbox"/> Half-Page Horizontal (7 x 4 ¹⁵ / ₁₆) |
| <input type="checkbox"/> Full Page Non-Bleed (7 x 10) | <input type="checkbox"/> One-Third Page Square (4 ¹¹ / ₁₆ x 4 ¹⁵ / ₁₆) |
| <input type="checkbox"/> Full Page Trim (8 ³ / ₈ x 10 ⁷ / ₈) | <input type="checkbox"/> One-Third Page Vertical (2 ¹ / ₄ x 10) |
| <input type="checkbox"/> Full Page Bleed (8 ⁵ / ₈ x 11 ¹ / ₈) | <input type="checkbox"/> One-Sixth Page Vertical (2 ¹ / ₄ x 4 ¹⁵ / ₁₆) |

COLOR SPECIFICATIONS

- color b/w Additional spot color _____
 (see general information)

MEDIA

- | | |
|------------------------------------|--|
| <input type="checkbox"/> CD-ROM | <input type="checkbox"/> 250MB Zip |
| <input type="checkbox"/> 100MB Zip | <input type="checkbox"/> 1.44MB Floppy |

DESKTOP FILE FORMATS PC

- QuarkXPress 4.0, 5.0, 6.0
 InDesign 1.5,2.0, CS
 PDF Acrobat version 4.0, 5.0, 6.0*

MAC

- QuarkXPress 3.3, 4.0, 5.0, 6.0
 InDesign 1.5,2.0, CS
 PDF Acrobat version 3.0, 4.0, 5.0, 6.0*

(If non-bleed ad, create pdf to specified ad size. If bleed ad, include crop marks + bleed)

*for instructions on how to create a pdf, go to <http://www.stlcommercemagazine.com/pdf/guide.pdf>

DID YOU REMEMBER TO...

- Spell check
- Double check ad size to specifications
- If bleed ad, keep all essential design elements ³/₈" within trim edge
- If bleed ad, build pages to trim and extend bleed ¹/₈" beyond trim
- Always use true family fonts, don't stylize bold or italic using the toolbar
- Include all fonts, scans, logos, artwork
- Supply artwork 300 DPI at 100% of size
- Supply complete print-outs 100% of size with color marked
- Clearly mark creative package with scheduled month of submission

Shipping instructions:

COPY MUST BE CAMERA READY.

Please send media, hard copy and this form to:

Lori Meier
 St. Louis Commerce Magazine
 One Metropolitan Square, Suite 1300
 St. Louis, MO 63102

CREATING PDFs

GUIDE FOR PREPARING FILES USING ADOBE DISTILLER

1. The Print Dialog: Both Macintosh and Windows applications allow you to print your file to disk.
 - a. Select the Print to Disk option and choose the folder or disk that the PS file will be saved. If you are using a Macintosh you **MUST** make sure that your fonts are embedded in your PS file in order for the PDF file to be printed correctly. You do this by clicking on the Popup Button that says "General" and selecting the "Save as File" option near the bottom of the list. Make sure Font Inclusion is set to All. **We are not responsible for font errors in PDF files.**
 - b. Set up your file using the Adobe Distiller printer description or a postscript printer description and a Custom Page Size at 100% of your final print size. It is very important that your file is printed at 100%.
 - c. If you submit a bleed ad, you **MUST** turn on the option for crop and registration marks. Make sure the bleeds are set to at least 1/8 inch beyond the trim (final page size). Set up a custom paper size in the print dialogue box to add one inch in both directions.
 - d. If you are printing a black & white file, make sure your color settings are set to grayscale or B/W. If you are printing a CMYK, make sure the setting is set to Composite Color. Acrobat does not support SPOT color separations. Please contact Bryan Wakeland for further instructions at 314.361.7676 or bryan@sggdesign.com
 - e. Print to disk.
2. Using Distiller: You have the option of printing or saving to PDF in most modern applications, or if you have the PDFWriter plug-in setup as a Printer. However, the most trouble-free PDFs are created using the Distiller software that comes with Acrobat. As long as you have set up your files using the steps above, you are ready for the easiest part.
 - a. Open Distiller, and change the settings to Press Optimized.
 - b. Either open your PS file that you created, or drag it on top of the Distiller window. Make sure that your computer has finished printing the PS file to disk.
 - c. When the file has converted and you have a PDF file, without log file/errors, **open it up to make sure that everything looks the way you expect it to.** Finish off by attaching hard copy to media.

GENERAL INFORMATION

Spot Color: Add \$325 to b/w rate for one additional color. To add PMS color or metallic, add an additional \$500. All color, including spot, should be formatted using four-color process (i.e. cyan, magenta, yellow and black). Spot color is non-commissionable. If an ad is reserved in black and white, but artwork is submitted in color, the ad will run in color and be billed accordingly.

Positions: For guaranteed positions, other than covers, add 10%. For covers on a contract basis, add 20%. One-time covers, as available, add 25%. Position premiums are non-commissionable.

Bleed Charges: For bleed ads, add 10%. Bleed charges are non-commissionable and are available only on full-page ads.

Agency Commissions: A 15% commission allowed on space only to recognized agencies. Premium position, covers charges, spot color and bleed charges are not commissionable. Net billing is only extended to recognized agencies accepting financial liability for space cost. Advertising agency must submit written insertion order prior to reservation deadline for commission eligibility.

Discounts: Non-profit advertisers will receive a 10% discount.

Copy Extensions: A 48-hour extension will be allowed on copy deadline, with notification to magazine representative. After that, a \$50 a day charge will be incurred for overdue copy. Advertising agency will forfeit commission if correct material is not supplied by the lapse of 48-hour extension.

Make Goods: Publisher will offer full or partial "make goods" for errors within his control, if a complaint is made within 15 days of publication. Magazine will attempt to alert advertiser of potential reproduction problems, but will not be responsible for improperly prepared art. Substitution of suitable artwork will incur a charge. Magazine will not offer any "make good" on advertiser-related art errors.

Cancellations, Short Rates and Rejections: Ads may be canceled or changed in size up to reservation deadline. Advertisers will be responsible for full space cost if they fail to submit copy or cancel ad after reservation deadline. Magazine will run last available artwork if advertiser fails to submit new material. Publisher reserves the right to reject an ad that is contrary to editorial focus or that uses comparative advertising. Advertisers who fail to complete a contract within a fiscal year are obligated to pay a short rate at their earned frequency.

Mechanical Specifications: *St. Louis Commerce Magazine* is printed in an all-digital process. Advertiser should submit a Macintosh compatible disk or CD with a hard copy of the ad. If an advertiser fails to submit a hard copy and a resulting error occurs, the magazine will not be responsible for a "make good." Advertisers will be responsible for the full cost of the space. **Advertisers submitting ads for a series of insertions need to prepare a separate disk or CD and hard copy for each.** Clearly mark each creative package with the scheduled month of publication. Advertiser need not submit new artwork for a pickup ad, but should notify magazine, in writing, the month published and tag line of the ad scheduled for rerun. Advertising artwork is not returnable.

ADVERTISING CONTRACT

Advertiser: _____
 Billing Address: _____ Phone: _____
 City: _____ State: _____ Zip: _____

The undersigned agrees to purchase, and *St. Louis Commerce Magazine* agrees to provide advertising space in the publication as follows:

Advertisement(s) to appear: _____ number of times **Position** _____ Best Possible
 JAN/FEB _____ MAR/APR _____ _____ Preferred (10% additional)
 MAY/JUN _____ JUL/AUG _____ _____ Covers on contract basis (20% add.)
 SEP/OCT _____ NOV/DEC _____ _____ One time only covers (25% additional)

Ad Size:

Ad & Advertorial

- 2 page advertorial
- 2 page spread
- 1/2 page Spread
- Full page advertorial
- Full page
- 2/3 page
- 1/2 page horizontal
- 1/3 page vertical
- 1/3 page square
- 1/6 page vertical
- Color Black and White

Color _____ Bleed (10% additional)
 _____ Spot Color CMYK (\$325 add. Charge)
 _____ Spot Color PMS (\$500 add. Charge)

Copy _____ Supplied from advertiser
 _____ From advertiser's agency

Art _____ Supplied by advertiser
 _____ From advertiser's agency

Billing _____ Direct to advertiser
 _____ Through agency below

Advertiser designates the following advertising agency to act on advertiser's behalf in regards to this contract:

Additional Instructions:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Agency Rep: _____

X _____

Less 15% Agency Commission

Date: _____

Acct. Exec: _____

Advertiser: _____

Signature: _____

Title: _____

TERMS

All amounts stipulated under this contract are due and payable within thirty (30) days from the dates of invoice at the offices of the St. Louis Regional Chamber & Growth Association (RCGA). Interest of 1% per month will be charged on overdue balances. Agency commission forfeited on all accounts unpaid after ninety (90) days from the date of invoice.

The advertiser and the advertising agency, if any, placing the advertisement with the St. Louis Regional Chamber & Growth Association for publication, agrees to pay reasonable legal and collection fees necessary to enforce this contract. St. Louis Regional Chamber & Growth Association reserves the right to refuse to publish any advertisement.

The advertiser and the advertising agency, if any, agrees to pay any differential between the original invoice and the actual rate earned. The "short rate" is due and payable immediately upon receipt of the invoice.

The advertising contract is subject to all terms and conditions set forth in the St. Louis Regional Chamber & Growth Association Rate Card. This contract is the entire contract of the parties herein and supersedes all oral negotiations, promises and representations.

This contract cannot be invalidated by wrong insertions or omissions. In the event publication is interrupted for any reason, or if advertising to be published is omitted, St. Louis Regional Chamber & Growth Association shall not be held liable for failure to publish advertising.

If the advertiser or the advertising agency, if any, cancels this contract for any reason, advertising will be published at the frequency rate earned by applicable St. Louis Regional Chamber & Growth Association rate card prices.

The advertiser and the advertising agency, if any, agrees that St. Louis Regional Chamber & Growth shall have no financial liability for typographical errors, omissions, failure to print (timely or otherwise).

St. Louis Regional Chamber & Growth Association liability for any error shall not exceed cost of space occupied by the error and under no circumstances shall St. Louis Regional Chamber & Growth Association be liable for any consequential damages. Credit will be allowed for first insertion only. Claims for allowances for errors must be made within fifteen (15) days of publication.

St. Louis Regional Chamber & Growth Association schedule of production material deadlines must be observed in order to assure publication. No adjustment, refund, or reinsertion will be allowed for errors or omission as a result of corrections furnished by advertiser after specified deadlines.

Orders containing a proviso that advertising shall not appear in proximity to, or to the exclusion of, other advertising cannot be accepted. St. Louis Regional Chamber & Growth Association pages are open to the competition of all legitimate advertisers. Specifications on orders restricting the kinds of news of any page are treated as requests only.

In the event that preferred placement is ordered by advertiser but St. Louis Regional Chamber & Growth Association is unable to provide it, the base price of the advertising (excluding placement charges) will be payable.

Advertiser agrees to assume sole responsibility for statements and illustrations contained in their advertisements and to protect and hold harmless St. Louis Regional Chamber & Growth Association against any and all liability, loss on expense including attorney's fees arising out of claims for libel, unfair trade practices, unfair competition, infringement of trademarks, names of patents, copyrights and proprietary rights, and all violations of the right to privacy resulting from the publication by St. Louis Regional Chamber & Growth Association of the advertisers copy.

Claims of errors in invoices must be made within thirty (30) days of the date of invoice. Otherwise such claims will not be considered.

This contract is to be signed only by the owner, officer or such person legally designated the authority to bind to advertiser.

Signature: _____

Date: _____

John Bilhorn 314.444.1161 jbilhorn@stlrcga.org