REACH OUR TOTAL AUDIENCE!

THE JOPLIN GLOBE
NEWSPAPER PUBLISHED TUESDAY-SATURDAY
195,000 PRINTED MONTHLY

THE JOPLIN GLOBE EXTRA
40,000 PRINTED MONTHLY

THE JOPLIN GLOBE DIGITAL EDITION
300,000 UNIQUE VISITORS MONTHLY

JOPLINGLOBE.COM
• DESKTOP
• MOBILE
• MOBILE APP
• E-EDITION

195,000 PRINTED
MONTHLY

THE JOPLIN GLOBE
EXTRA
40,000
PRINTED
MONTHLY

THE JOPLIN GLOBE DIGITAL EDITION
300,000 UNIQUE VISITORS MONTHLY

48,223 FOLLOWERS

9,225 FOLLOWERS

David O’Neill
Advertising Executive
417.627.7205

Linda Gilmore
Advertising Executive
417.627.7214

Jamie Strickland
Advertising Director
417.627.7233

48,223 FOLLOWERS

9,225 FOLLOWERS
Your multi-platform Advertising Solutions

Joplinglobe.com offers the largest digital news platform in the area. Reach over 300,000+ readers every month.

Reach more affluent, educated readers with discretionary income who pay to receive our content and advertisements.

News on the go with our mobile site and app.

10,000 copies direct delivered weekly to non-subscriber households in more affluent neighborhoods.

**Special Publications**

Reach 20,000 readers with any of our targeted Special Publications.

**JMAG**
Enjoy a lively, engaging and informative bi-monthly magazine.

**BETTER LIVING**
Inserted the first Friday of every month, targeting our 50+ audience.

**ETC.**
Publishes every Saturday and includes content and schedules for local, and the latest trending, entertainment.

**REAL ESTATE WEEKLY**
A weekly publication dedicated to all things Real Estate and home.

**IN LOVING MEMORY**
A monthly dedication of remembrance to those that have passed.

**Digital Services**

**Digital Marketing**
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Site Development
- Website Design & Hosting
- Social Media Management
- Social Media Marketing
- Reputation Management

**Digital Advertising**
- Re-Targeting
- Contextual Targeting
- Search Targeting
- Geo-Fencing
- Digital Conversion Zones
- Custom Site List Targeting
- Political Targeting

**E-Blast**
Deliver your message to over 26,000 reader’s inboxes who have requested more local information.

**YOU DESERVE A REWARD!**

417.627.7233
JULY
FAVORITE’S WINNERS
SIDEWALK CHALK CONTEST
JMAG: PETS ISSUE
JOBS DIRECTORY
BACK TO SCHOOL CONTEST
AUGUST
FOOTBALL FANFARE
HEALTHCARE GUIDE
SEPTEMBER
JMAG: WOMEN OF DISTINCTION
JOBS DIRECTORY
FALL CONTEST
OCTOBER
BREAST CANCER AWARENESS
COLLEGE & TRADE SCHOOL GUIDE
NOVEMBER
SHOP LOCAL - BLACK FRIDAY
SALUTE TO VETERANS
JMAG: HOLIDAY ISSUE
CHRISTMAS CARD CONTEST
JOBS DIRECTORY
THANKSGIVING ACTIVITY PAGE
DECEMBER
SHOP LOCAL- CHRISTMAS
SCARED OF SANTA CONTEST
CHRISTMAS ACTIVITY PAGE
HEALTH AND WELLNESS CONTEST

Additional Ongoing Advertising Opportunities:

*Publications subject to change.
2022 EDITORIAL CALENDAR

JANUARY/FEBRUARY: J Mag Wedding & Bridal Issue
Opportunities: Wedding & Bridal Business Profiles, For the Grooms, J Mag Contest Sponsorship

MARCH/APRIL: Staycation Getaways & Local Dining
Opportunities: Attractions & Daytrip Destination Profiles, Dining & Specialty Retailer Profiles, J Mag Contest Sponsorship

MAY/JUNE: Top 20 Under 40 & Noteworthy Businesses
Opportunities: Local Business Profiles (Sponsored Content Profiles), J Mag Contest Sponsorship

JULY/AUGUST: The Pets Issue
Opportunities: Pet Business Sponsored Profiles, J Mag Contest Sponsorship

SEPTEMBER/OCTOBER: Women Of Distinction, Fall Arts & Culture
Opportunities: Women In Business Profiles, Cornell Art Center Preview, J Mag Contest Sponsorship

NOVEMBER/DECEMBER: J Mag Holiday Issue
Opportunities: Holiday Gift Guide, J Mag Contest Sponsorship

OUR AUDIENCE

J Mag’s 20,000+ readers are a more affluent audience of homeowners aged 35-65, who enjoy above-average discretionary incomes. Free copies also made available at high-traffic, highly visible area locations.

ONLINE PRESENCE

J Mag’s online edition is accessible at joplinglobe.com’s home page, where 300,000+ users view 1.5 million pages of content per month, on average. J Mag’s Facebook and Instagram pages are also closely followed by online users.

RATES

(ask your representative about special offers)

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>6X</th>
</tr>
</thead>
<tbody>
<tr>
<td>INSIDE FRONT COVER</td>
<td>8.625” wide x 11.125” tall (Build with bleed safe area 7.5” wide x 10.125” tall)</td>
<td>$1,000</td>
</tr>
<tr>
<td>CENTER SPREAD</td>
<td>17.25” wide x 11.125” tall (Build with bleed safe area 15” wide x 10.125” tall)</td>
<td>$1,550</td>
</tr>
<tr>
<td>FULL</td>
<td>8.625” wide x 11.125” tall (Build with bleed safe area 7.5” wide x 10.125” tall)</td>
<td>$500</td>
</tr>
<tr>
<td>HALF-PAGE VERTICAL</td>
<td>4.6875” wide x 7.125” tall</td>
<td>$250</td>
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<tr>
<td>HALF-PAGE HORIZONTAL</td>
<td>7.125” wide x 4.6875” tall</td>
<td>$250</td>
</tr>
<tr>
<td>THIRD-PAGE SQUARE</td>
<td>4.6875” wide x 4.6875” tall</td>
<td>$200</td>
</tr>
<tr>
<td>QUARTER-PAGE</td>
<td>3.56” wide x 4.687” tall</td>
<td>$175</td>
</tr>
<tr>
<td>EIGHTH-PAGE</td>
<td>3.56” wide x 2.25” tall</td>
<td>$100</td>
</tr>
</tbody>
</table>

1/8 Page 1/4 Page 1/3 Square 1/2 Page Vertical 1/2 Page Horizontal Full Page

J Mag’s colorful, glossy pages capture the Four States’ unique character and keep readers in the loop, with noteworthy content and striking layouts by nationally recognized, award-winning writing and design teams.

J Mag’s colorful, glossy pages capture the Four States’ unique character and keep readers in the loop, with noteworthy content and striking layouts by nationally recognized, award-winning writing and design teams.
HIGH PROFILE & TARGETED MARKETING

PRINT + INSERT
DOUBLE SIDED GLOSSY

$55 PER THOUSAND*
DAILY
8,500
SATURDAY
10,000

TAB-ON PROGRAM
PREMIUM FRONT PAGE

3”x3”
$52 PER THOUSAND*
DAILY
8,500
SATURDAY
10,000

PARALLAX
HIGH IMPACT DIGITAL AD UNIT

$350 PER DAY
LARGEST DIGITAL DESKTOP & MOBILE AD UNIT

$350 PER BLAST
$350 MONTHLY

EMAIL BLASTS & NEWSLETTERS

DELIVER YOUR MESSAGE TO 26,000+ OPTED IN READERS

DIGITAL SERVICES
FROM YOUR WEBSITE, TO SOCIAL MEDIA, GOOGLE, AND BEYOND.

DIGITAL MARKETING
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Site Development
- Website Design & Hosting
- Social Media Management
- Social Media Marketing
- Reputation Management

DIGITAL ADVERTISING
- Re-Targeting
- Contextual Targeting
- Search Targeting
- Geo-Fencing
- Digital Conversion Zones
- Custom Site List Targeting
- Political Targeting
- Customer List Targeting
- Total Market Email
- Subscriber Email Targeting
- Site Hosting
- Native Advertising
- YouTube Video Targeting
- Behavior Targeting

*All prices are subject to change.

300,000+ UNIQUE VISITORS & 3 MILLION+ PAGE VIEWS EVERY MONTH

Place your message on the largest digital news platform in the area! Only $10 per 1,000 ads displayed
THE JOPLIN GLOBE
TARGETED MONTHLY PUBLICATIONS

**BETTER LIVING**

10,000 copies inserted the **first Friday** of each month with an additional 3,000 distributed at area senior centers.

**REAL ESTATE WEEKLY**

10,000 copies inserted **every Saturday** with additional copies distributed at area banks and real estate offices.

**IN LOVING MEMORY**

10,000 copies inserted the **third Friday** of each month with additional copies available for free pick up for loved ones.

---

**BETTER LIVING RATES**

- **Front Cover Strip**: $375 (9.806"w x 2.25"t)
- **Inside Front**: $500 (9.806"w x 10.75"t)
- **Page 3**: $450 (9.806"w x 10.75"t)
- **Inside Back**: $500 (9.806"w x 10.75"t)
- **Back Cover**: $600 (9.806"w x 10.75"t)
- **Full Page**: $400 (9.806"w x 10.75"t)
- **1/2 Page**: $250 (9.806"w x 5.25"t) or (3.847"w x 10.75"t)
- **1/4 Page**: $175 (3.847"w x 5.25"t)

**REAL ESTATE WEEKLY RATES**

- **Front Cover Feature**: $400 (10.611"w x 8.5"t)
- **Inside Front**: $300 (10.611"w x 10.75"t)
- **Page 3**: $250 (10.611"w x 10.75"t)
- **Inside Back**: $300 (10.611"w x 10.75"t)
- **Back Cover**: $375 (10.611"w x 10.75"t)
- **Home Directory Listing**: $20 (logo & business info) + online directory

**IN LOVING MEMORY RATES**

- **Front Cover strip**: $125 (10.611"w x 3"t)
- **Inside Front**: $250 (10.611"w x 10.75"t)
- **Page 3**: $250 (10.611"w x 10.75"t)
- **Inside Back**: $250 (10.611"w x 10.75"t)
- **Back Cover**: $300 (10.611"w x 10.75"t)

---

**PUBLICATION DATES & DEADLINES**

**BETTER LIVING**

<table>
<thead>
<tr>
<th>Pub Date</th>
<th>Ad Copy Deadline</th>
<th>Pub Date</th>
<th>Ad Copy Deadline</th>
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</thead>
<tbody>
<tr>
<td>Jan 7</td>
<td>Dec 22</td>
<td>July 1</td>
<td>June 22</td>
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<td>Feb 4</td>
<td>Jan 26</td>
<td>Aug 5</td>
<td>July 27</td>
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<tr>
<td>March 4</td>
<td>Feb 23</td>
<td>Sept 2</td>
<td>Aug 24</td>
</tr>
<tr>
<td>April 1</td>
<td>March 23</td>
<td>Oct 7</td>
<td>Sept 24</td>
</tr>
<tr>
<td>May 6</td>
<td>April 27</td>
<td>Nov 4</td>
<td>Oct 26</td>
</tr>
<tr>
<td>June 3</td>
<td>May 25</td>
<td>Dec 2</td>
<td>Nov 23</td>
</tr>
</tbody>
</table>

**REAL ESTATE WEEKLY**

- **Pub Date**: **Every Saturday**
- **Ad Copy Deadline**: Four Business Days Before Pub Date

**IN LOVING MEMORY**

<table>
<thead>
<tr>
<th>Pub Date</th>
<th>Ad Copy Deadline</th>
<th>Pub Date</th>
<th>Ad Copy Deadline</th>
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<tbody>
<tr>
<td>Jan 21</td>
<td>Dec 29</td>
<td>July 15</td>
<td>June 29</td>
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<tr>
<td>Feb 18</td>
<td>Jan 26</td>
<td>Aug 19</td>
<td>July 27</td>
</tr>
<tr>
<td>March 18</td>
<td>Feb 23</td>
<td>Sept 16</td>
<td>Aug 31</td>
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<td>April 15</td>
<td>March 30</td>
<td>Oct 21</td>
<td>Sept 28</td>
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<tr>
<td>May 20</td>
<td>April 27</td>
<td>Nov 18</td>
<td>Oct 26</td>
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<tr>
<td>June 17</td>
<td>May 25</td>
<td>Dec 16</td>
<td>Nov 30</td>
</tr>
<tr>
<td>Ad Size</td>
<td>Description</td>
<td>Dimensions</td>
<td>Weekly Rate</td>
</tr>
<tr>
<td>---------</td>
<td>-------------</td>
<td>------------</td>
<td>------------</td>
</tr>
</tbody>
</table>
| 1/32    | 2 column x 2” color ad to 20,000 Globe readers  
2 column x 2” color ad in EXTRA to 10,000 affluent non subscribers  
5,000 digital ads | Print: 3.514” wide x 2” tall  
Digital: 300x250, 320x50, 728x90, 300x600 | 13 week campaign- $94  
26 week campaign- $90  
52 week campaign- $86 |
| 1/16    | 2 column x 4” color ad to 20,000 Globe readers  
2 column x 4” color ad in EXTRA to 10,000 affluent non subscribers  
10,000 digital ads | Print: 3.514” wide x 4” tall  
Digital: 300x250, 320x50, 728x90, 300x600 | 13 week campaign- $188  
26 week campaign- $180  
52 week campaign- $172 |
| 1/8     | 2 column x 8” color ad to 20,000 Globe readers  
2 column x 8” color ad in EXTRA to 10,000 affluent non subscribers  
15,000 digital ads | Print: 3.514” wide x 8” tall  
Digital: 300x250, 320x50, 728x90, 300x600 | 13 week campaign- $326  
26 week campaign- $310  
52 week campaign- $294 |
| 1/4     | 3 column x 10.5” color ad to 20,000 Globe readers  
3 column x 10.5” color ad in EXTRA to 10,000 affluent non subscribers  
20,000 digital ads | Print: 5.333” wide x 10.5” tall  
Digital: 300x250, 320x50, 728x90, 300x600 | 13 week campaign- $546.50  
26 week campaign- $515  
52 week campaign- $483.50 |
| 1/2     | 6 column x 10.5” color ad to 20,000 Globe readers  
6 column x 10.5” color ad in EXTRA to 10,000 affluent non subscribers  
25,000 digital ads | Print: 10.792” wide x 10.5” tall  
Digital: 300x250, 320x50, 728x90, 300x600 | 13 week campaign- $943  
26 week campaign- $880  
52 week campaign- $817 |
| Full    | 6 column x 21.5” color ad to 20,000 Globe readers  
6 column x 21.5” color ad in EXTRA to 10,000 affluent non subscribers  
50,000 digital ads | Print: 10.792” wide x 21.5” tall  
Digital: 300x250, 320x50, 728x90, 300x600 | 13 week campaign- $1,919  
26 week campaign- $1,790  
52 week campaign- $1,661 |
## THE JOPLIN GLOBE MULTIMEDIA EVENT CAMPAIGNS

### BRONZE
- 2 Joplin Globe runs
- 1 EXTRA run
- Digital ads

<table>
<thead>
<tr>
<th>Fraction</th>
<th>Cost</th>
<th>Ad Impressions</th>
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<tbody>
<tr>
<td>1/32</td>
<td>$131.00</td>
<td>5,000</td>
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<tr>
<td>1/16</td>
<td>$242.08</td>
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<tr>
<td>1/8</td>
<td>$454.32</td>
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<tr>
<td>1/4</td>
<td>$767.00</td>
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<td>1/2</td>
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<tr>
<td>Full</td>
<td>$2,376.95</td>
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### SILVER
- 3 Joplin Globe runs
- 1 Extra run
- Digital ads

<table>
<thead>
<tr>
<th>Fraction</th>
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<tbody>
<tr>
<td>1/32</td>
<td>$171.60</td>
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<tr>
<td>1/16</td>
<td>$321.44</td>
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<tr>
<td>1/8</td>
<td>$602.48</td>
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<tr>
<td>1/4</td>
<td>$1,042.92</td>
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<tr>
<td>1/2</td>
<td>$1,890.52</td>
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<tr>
<td>Full</td>
<td>$3,286.40</td>
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### GOLD
- 4 Joplin Globe runs
- 1 Extra run
- Digital ads

<table>
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<tr>
<th>Fraction</th>
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<tbody>
<tr>
<td>1/32</td>
<td>$203.00</td>
<td>5,000</td>
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<tr>
<td>1/16</td>
<td>$376.80</td>
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<tr>
<td>1/8</td>
<td>$715.60</td>
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<td>1/4</td>
<td>$1,253.68</td>
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<tr>
<td>1/2</td>
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<tr>
<td>Full</td>
<td>$3,983.00</td>
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### BROADSHEET & WED EXTRA

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<th>Max Height</th>
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<tbody>
<tr>
<td>1-column</td>
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<tr>
<td>2-column</td>
<td>3.514”</td>
<td></td>
</tr>
<tr>
<td>3-column</td>
<td>5.333”</td>
<td></td>
</tr>
<tr>
<td>4-column</td>
<td>7.153”</td>
<td></td>
</tr>
<tr>
<td>5-column</td>
<td>8.972”</td>
<td></td>
</tr>
<tr>
<td>6-column</td>
<td>10.792”</td>
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### BETTER LIVING

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<tr>
<td>2-column</td>
<td>3.847”</td>
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</tr>
<tr>
<td>3-column</td>
<td>5.833”</td>
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<td>4-column</td>
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<td>5-column</td>
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### REAL ESTATE WEEKLY

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<td>3-column</td>
<td>6.317”</td>
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<td>4-column</td>
<td>8.464”</td>
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<tr>
<td>5-column</td>
<td>10.611”</td>
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### ETC.

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</thead>
<tbody>
<tr>
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<td>4-column</td>
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<td>8.972”</td>
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</tr>
<tr>
<td>6-column</td>
<td>10.792”</td>
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Page Depth 10.75”

### COMMON AD SIZES

<table>
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<tr>
<td>1/2 H</td>
<td>6colx10.5”</td>
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<tr>
<td>1/2 V</td>
<td>3colx21.5”</td>
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<tr>
<td>Full</td>
<td>6colx21.5”</td>
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<tr>
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<td>6colx3”</td>
</tr>
<tr>
<td>Skybox</td>
<td>4.375”x2.75”</td>
</tr>
</tbody>
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### J MAG

<table>
<thead>
<tr>
<th>Layout</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
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<tr>
<td>Safe Area</td>
<td>7.5”x10.125”</td>
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<tr>
<td>Live Area</td>
<td>8.25”x10.75”</td>
</tr>
<tr>
<td>Center Spread Bleed</td>
<td>17.25”x 11.125”</td>
</tr>
<tr>
<td>Safe Area</td>
<td>15”x 10.125”</td>
</tr>
<tr>
<td>1/2 hor</td>
<td>7.125”x4.6875”</td>
</tr>
<tr>
<td>1/2 vert</td>
<td>4.6875”x7.125”</td>
</tr>
<tr>
<td>1/3 Square</td>
<td>4.6875”x4.6875”</td>
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<td>1/4</td>
<td>3.56”x4.687”</td>
</tr>
<tr>
<td>1/8</td>
<td>3.56”x2.25”</td>
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</tbody>
</table>

### STITCH AND TRIM

<table>
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<th>Dimensions</th>
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<tbody>
<tr>
<td>Full Page</td>
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<tr>
<td>Half Page hor</td>
<td>9.25” x 4.25”</td>
</tr>
<tr>
<td>Half Page vert</td>
<td>4.5” x 8.75”</td>
</tr>
<tr>
<td>Quarter page</td>
<td>4.5” x 4.25”</td>
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### GLOSSY COVER

<table>
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<tr>
<th>Layout</th>
<th>Dimensions</th>
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</thead>
<tbody>
<tr>
<td>Bleed</td>
<td>10.611” x 10.75”</td>
</tr>
<tr>
<td>Safe Area</td>
<td>9.25” x 8.75”</td>
</tr>
</tbody>
</table>

### TAB

<table>
<thead>
<tr>
<th>Layout</th>
<th>Dimensions</th>
<th>Double Truck Width</th>
<th>Max Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8</td>
<td>5.25”x2.5”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/4</td>
<td>5.25”x5.25”</td>
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<td></td>
</tr>
<tr>
<td>1/2 hor</td>
<td>10.611”x5.25”</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1/2 vert</td>
<td>5.25”x10.611”</td>
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<tr>
<td>Full</td>
<td>10.611”x10.792”</td>
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</tbody>
</table>

Page Depth 10.75”

### CORE DIGITAL

- 300x600
- 300x250
- 728x90
- 320x50
- 300x50

### CND DIGITAL

- 160x600
- 300x250
- 728x90
- 320x480
- 320x50

### PARALLAX

- 1920x400
- 800x250

### E-BLAST

- 580x1083