

Multimedia Solutions Guide 2022

THE JOPLIN GLOBE



PRINT & DIGITAL

It's your world. We deliver it. Since 1896.

117 East 4th Street • Joplin, MO • (417) 627-7233 • joplinglobe.com



THE JOPLIN
GLOBE

**THE JOPLIN GLOBE
EXTRA
40,000
PRINTED
MONTHLY**

Your multi-platform

Advertising Solutions

Reach different audiences utilizing mediums that reach over 340,000+ monthly!



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



E-Blast

Deliver your message to over 26,000 reader's inboxes who have requested more local information

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

THE JOPLIN GLOBE

417.627.7233

SPECIALTY PUBLICATIONS 2022

SUPPLEMENTAL ADVERTISING OPPORTUNITIES

JANUARY

JMAG: WEDDING & BRIDAL
VALENTINE'S CONTEST

FEBRUARY

FINANCIAL GUIDE
JOBS DIRECTORY
FAVORITE'S NOMINATIONS

MARCH

JMAG: STAYCATIONS
SEVERE WEATHER
PREPAREDNESS
PROGRESS CITY GUIDE
OUTDOOR CONTEST

APRIL

JOBS DIRECTORY
HOME IMPROVEMENT GUIDE

MAY

JMAG: TOP 20 UNDER 40
HONORING GRADUATES
TOP 5 FAVORITES

JUNE

INDEPENDENCE DAY CONTEST
55+ ACTIVE ADULTS GUIDE



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

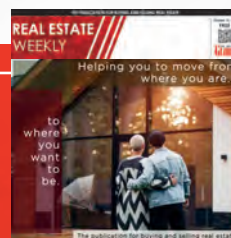
**Additional
Ongoing
Advertising
Opportunities:**



BETTER LIVING



ETC



REAL ESTATE WEEKLY



IN LOVING MEMORY



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

IMPORTANT DATES

ISSUE

January/February
March/April
May/June
July/August
September/October
November/December

AD DEADLINE

December 13
February 7
April 11
June 13
August 15
October 10

PUBLISH DATE

January 15
March 12
May 14
July 16
September 17
November 12

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.

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)

	1X	6X
INSIDE FRONT COVER 8.625" wide x 11.125" tall (Build with bleed safe area 7.5" wide x 10.125" tall)	\$1,000	\$750
CENTER SPREAD 17.25" wide x 11.125" tall (Build with bleed safe area 15" wide x 10.125" tall)	\$1,550	\$1,250
FULL 8.625" wide x 11.125" tall (Build with bleed safe area 7.5" wide x 10.125" tall)	\$500	\$400
HALF-PAGE VERTICAL 4.6875" wide x 7.125" tall	\$250	\$199
HALF-PAGE HORIZONTAL 7.125" wide x 4.6875" tall	\$250	\$199
THIRD-PAGE SQUARE 4.6875" wide x 4.6875" tall	\$200	\$175
QUARTER-PAGE 3.56" wide x 4.687" tall	\$175	\$125
EIGHTH-PAGE 3.56" wide x 2.25" tall	\$100	\$75

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

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**



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

EMAIL BLASTS & NEWSLETTERS

**DELIVER
YOUR
MESSAGE
TO 26,000+
OPTED IN
READERS**



\$350 PER BLAST
**\$350 MONTHLY
NEWSLETTER SPONSORSHIP**

DIGITAL SERVICES

Place your message on the largest digital news platform in the area!
Only \$10 per 1,000 ads displayed

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
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- Political Targeting
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- Site Hosting
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- Behavior Targeting

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" 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

Pub Date	Ad Copy Deadline	Pub Date	Ad Copy Deadline
Jan 7	Dec 22	July 1	June 22
Feb 4	Jan 26	Aug 5	July 27
March 4	Feb 23	Sept 2	Aug 24
April 1	March 23	Oct 7	Sept 24
May 6	April 27	Nov 4	Oct 26
June 3	May 25	Dec 2	Nov 23

REAL ESTATE WEEKLY

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

IN LOVING MEMORY

Pub Date	Ad Copy Deadline	Pub Date	Ad Copy Deadline
Jan 21	Dec 29	July 15	June 29
Feb 18	Jan 26	Aug 19	July 27
March 18	Feb 23	Sept 16	Aug 31
April 15	March 30	Oct 21	Sept 28
May 20	April 27	Nov 18	Oct 26
June 17	May 25	Dec 16	Nov 30

The Joplin Globe

Multi-Media Total Audience Frequency Campaigns

Ad Size	Description 	Dimensions 	Weekly Rate 
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 21.50" 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

1/32 \$131.00
5,000 ad impressions

1/16 \$242.08
10,000 ad impressions

1/8 \$454.32
15,000 ad impressions

1/4 \$767.00
20,000 ad impressions

1/2 \$1,344.31
25,000 ad impressions

Full \$2,376.95
50,000 ad impressions

SILVER

- 3 Joplin Globe runs
- 1 Extra run
- Digital ads

1/32 \$171.60
5,000 ad impressions

1/16 \$321.44
10,000 ad impressions

1/8 \$602.48
15,000 ad impressions

1/4 \$1,042.92
20,000 ad impressions

1/2 \$1,890.52
25,000 ad impressions

Full \$3,286.40
50,000 ad impressions

GOLD

- 4 Joplin Globe runs
- 1 Extra run
- Digital ads

1/32 \$203.00
5,000 ad impressions

1/16 \$376.80
10,000 ad impressions

1/8 \$715.60
15,000 ad impressions

1/4 \$1,253.68
20,000 ad impressions

1/2 \$2,300.65
25,000 ad impressions

Full \$3,983.00
50,000 ad impressions

BROADSHEET & WED EXTRA			COMMON AD SIZES	
1-column	1.694"	Double Truck Width 22.333	1/4	3colx10.5"
2-column	3.514"		1/2 H	6colx10.5"
3-column	5.333"		1/2 V	3colx21.5"
4-column	7.153"	Broadsheet Max Height 21.153"	Full	6colx21.5"
5-column	8.972"		Front Strip	6colx3"
6-column	10.792"		Skybox	4.375"x2.75"

BETTER LIVING		
1-column	1.861"	Double Truck Width 20.25"
2-column	3.847"	
3-column	5.833"	
4-column	7.819"	Max Height 10.75"
5-column	9.806"	

REAL ESTATE WEEKLY		
1-column	2.022"	Double Truck Width 20.25"
2-column	4.169"	
3-column	6.317"	
4-column	8.464"	Max Height 10.75"
5-column	10.611"	

ETC.	
1-column	1.694"
2-column	3.514"
3-column	5.333"
4-column	7.153"
5-column	8.972"
6-column	10.792"
Page Depth	10.75"

CORE DIGITAL	CND DIGITAL
300x600	160x600
300x250	300x250
728x90	728x90
320x50	320x480
300x50	320x50
PARALLAX	300x50
1920x400	E-BLAST
800x250	580x1083

JMAG	
Full Page Bleed	8.625"x11.125"
Safe Area	7.5"x10.125"
Live Area	8.25"x10.75"
Center Spread Bleed	17.25"x 11.125"
Safe Area	15"x 10.125"
1/2 hor	7.125"x4.6875"
1/2 vert	4.6875"x7.125"
1/3 Square	4.6875"x4.6875"
1/4	3.56"x4.687"
1/8	3.56"x2.25"

STITCH AND TRIM	
Full Page	9.25" x 8.75"
Half Page hor	9.25" x 4.25"
Half Page vert	4.5" x 8.75"
Quarter page	4.5" x 4.25"
GLOSSY COVER	
Bleed	10.611" x 10.75"
Safe Area	9.25" x 8.75"

TAB		
1/8	5.25"x2.5"	Double Truck Width 21.875"
1/4	5.25"x5.25"	
1/2 hor	10.611"x 5.25"	
1/2 vert	5.25"x10.611"	Max Height 10.792"
Full	10.611"x10.792"	