

ECRWSS  
PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
Today's AdVantage

**FREE!**  
RESIDENTIAL CUSTOMER  
RURAL ROUTE  
STAR ROUTE  
OR LOCAL

Offices:  
192-A Alton Square Mall Drive  
Alton, Illinois 62002  
Tel 618.463.0612



today's  
**AdVantage.com**  
Your Local News, Advertising & Buyer's Guide

**100%**  
**75%**

**Direct Mail**

**Weekly  
Readership**

**Home Delivery  
To More Than  
85,000  
Households**

**T**oday's AdVantage is a group of community publications with combined circulation more than 86,000 households. Today's AdVantage newspapers are published from headquarters in Alton, Illinois, a suburb of St. Louis, Missouri. The Circulation is in Madison County in Southwestern Illinois, just north of the confluence of the Mississippi and Missouri Rivers.

Today's AdVantage features local news and

photography, a calendar of coming community events, births and obituaries, and a variety of columns that includes sports and religion. Display and classified advertising are a large part of this free-distribution publication delivered mid-week by the United States Postal Service to eighteen communities.

Today's AdVantage employees have been honored with awards for their display ads. The

staff is active in community affairs, and serves on a variety of committees and boards.

Today's AdVantage is independently-owned by James Seibold and Sharon McRoy, who have more than 95 combined years experience in the newspaper industry.

## Headquarters located at:

192A Alton Square Mall Drive  
Alton, IL 62002

[www.TodaysAdVantage.com](http://www.TodaysAdVantage.com)

- Alton: (618) 463-0612
  - Granite City (618) 451-9872
  - Edwardsville (618) 656-6397
- Facsimile: (618) 463-0733

E-Mail: [ContactUs@TodaysAdVantage.com](mailto:ContactUs@TodaysAdVantage.com)

# Incentives

## Full Page / Half Page Rates (minimum 6 time contract)

Page Rate	Riverbend	Granite City	Edwardsville
Full Page* (1 Color)	\$1,109	\$775	\$775
Full Page* (Full Color)	\$1219	\$885	\$885
Half Page* (1 Color)	\$709	\$499	\$499
Half Page* (Full Color)	\$819	\$609	\$609

\*with 6 time contract minimum.

## New Advertiser Trial Rate *(Buy Three Get One Free)*

Any new advertiser may qualify for the **First Time Trial Rate**. This incentive entitles advertisers to buy three ads and get the fourth one free. The ads are to be billed at the Open rate. The free ad must be no larger than the smallest ad.

## Free Full Page

Any advertiser under contract may receive one free full page advertisement with one spot color after advertising 13 consecutive weeks. The 13 ads must be a quarter page or larger. The 13 ads will be billed at 13 time contract rate.

## Free Spot Color

Any advertiser under contract who purchases spot color may receive free color

in the following edition. The following edition's ad must repeat with no corrections or additions.

## Special Promotions

All advertisers may participate in any special edition. Each ad in a special edition counts as one insertion toward contract fulfillment.

- All incentives are mutually exclusive.

# Rate Card

## Display Advertising Rates

Award winning advertisements with a complete in-house agency

Display Rates	Riverbend • Weekly (Wed.)	Granite City • Bi-Weekly (Thurs)	Edwardsville • Bi-Weekly (Fri)
52 insertions (Earned)	\$14.75		
26 Insertions	\$16.50	\$11.75	\$11.75
13 Insertions	\$18.75	\$13.50	\$13.50
6 Insertions	\$20.75	\$14.50	\$14.50
Open (pre-pay)	\$27.00	\$18.25	\$18.25
Non-Profit	\$16.00	\$11.25	\$11.25

## Pick Up Rate

• Any ad purchased in any edition, may be published in other editions the same week at a discount.

Buy Edwardsville or Granite City	Pick Up The Other
Regular Price	30% OFF

Buy Riverbend	Pick Up Edwardsville	Pick Up Granite City
Regular Price	40% OFF	50% OFF

## Color

- Spot Color.....\$5 per col/in
- Full Color .....\$7 per col/in

## Front Page Advertising

- Maximum 3 times per year for section A,
- Must be reserved in advance
- 35% premium in section A
- 15% premium in section B
- 15% premium in section C
- Color required

## Free Standing Inserts

- Minimum 5000 insertions
- Standard 8.5" x 11" ..... \$45/K
- 8 Page Tab Quarter Folded..... \$55/K
- 12 Page Tab Quarter Folded..... \$65/K

## Classified Advertising

- Listings, per word .50¢ per word (\$5 weekly minimum)
- All classified ads must be pre-paid
- \$24 Minimum credit card charge.

## Co-Op Advertising

Billed at earned rate for local advertisers using co-op materials. Open rate applies to manufacturers and distributors using multi-logo ad placements. A reasonable number of tearsheets will be provided to advertisers per request made at time of advertising order.

## Mechanical

- Tabloid format • Full Page is 10.25" x 15"
- 1 column ..... 2"
- 2 columns ..... 4 1/6"
- 3 columns ..... 6 1/8"
- 4 columns ..... 8 3/16"
- 5 columns ..... 10 1/4"
- 85 Line Screen Offset Printing
- Macintosh composition

# USPS Delivery

- **Guaranteed Weekly, Direct Mail Delivery by United States Postal Service**
- **Postal Receipts available upon request**

TOTAL CIRCULATION **85,624**

## Riverbend

**39,689**

### ALTON 62002

**14,211**

RR 01	601
RR 02	535
RR 03	275
CR 01	203
CR 02	414
CR 04	374
CR 05	382
CR 06	397
CR 07	364
CR 10	338
CR 12	464
CR 14	341
CR 15	390
CR 16	466
CR 17	379
CR 18	154
CR 19	481
CR 20	413
CR 21	374
CR 22	399
CR 26	374

CR 28	511
CR 30	355
CR 33	442
CR 34	441
CR35	453
CR 36	431
CR 37	392
CR 38	443
CR 39	473
CR 40	310
CR 41	330
CR 42	294
CR 43	461
CR 44	377
CR 46	320
CR 50	60

### GODFREY 62035

**6,767**

RR 01	675
RR 02	577
RR 03	554

RR 04	551
RR 05	660
RR 06	539
RR 07	611
RR 08	520
RR 09	480
RR 10	573
RR 11	479
RR 12	548

### WOOD RIVER

**62095**

**4,924**

CR 01	446
CR 02	561
CR 05	475
CR 06	575
CR 07	561
CR 08	645
CR 09	524
CR 10	496

RR 01	641
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### EAST ALTON

**62024**

**4,345**

CR 01	519
CR 02	114
CR 03	561
CR 04	693
CR 05	614
CR 06	680
CR 07	635
RR 02	529

### HARTFORD 62048

**596**

CR 01	481
CR 02	82
RR 01	33

### COTTAGE HILLS

**62018**

**1,517**

CR 01	423
CR 02	512
CR 03	475
CR 04	107

### BETHALTO 62010

**4,631**

RR 01	640
RR 02	556
RR 03	405
CR 01	699
CR 02	573
CR 03	745
CR 04	449
CR 05	564

### MORO 62067

**924**

RR 01	456
RR 02	468

### DORSEY 62021

**415**

RR 01	398
BOXES	17

### ROXANA 62084

**662**

CR 01	595
RR 01	67

### S. ROXANA 62087

**697**

RR 01	697
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## Granite City, Pontoon Beach, Mitchell

**19,586**

### Granite City 62040

**19,586**

CR 01	486
CR 03	502
CR 07	356
CR 08	486
CR 09	569

CR 10	502
CR 13	525
CR 14	596
CR 15	441
CR 16	617
CR 17	458
CR 18	481
CR 20	490

CR 21	464
CR 22	450
CR 23	465
CR 24	489
CR 25	401
CR 26	486
CR 28	499
CR 29	488

CR 30	450
CR 32	601
CR 33	413
CR 34	452
CR 35	455
CR 36	367
CR 37	507
CR 39	617

CR 40	601
CR 41	530
CR 42	717
CR 43	558
PO	785
RR 01	535
RR 02	537
RR 03	626

RR 04	584
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## Edwardsville, Glen Carbon, Maryville, Troy

**26,379**

### Edwardsville 62025

**12,325**

CR 01	127
CR 02	415
CR 03	287
CR 05	472
CR 06	533
CR 07	275
CR 08	481
CR 09	446
CR 10	381
CR 11	449
CR 13	427

RR 01	456
RR 02	456
RR 03	450
RR 04	439
RR 05	561
RR 06	515
RR 07	528
RR 08	500
RR 09	397
RR 10	545
RR 11	529
RR 12	613
RR 13	600
RR 14	414

RR 15	589
RR 16	440

### Glen Carbon 62034

**5,499**

CR 01	922
RR 01	592
RR 02	531
RR 03	582

RR 04	552
RR 05	381
RR 06	505
RR 07	663
RR 08	549
RR 09	222

### Maryville 62062

**3,108**

RR 01	662
RR 02	559
RR 03	451
RR 04	589
RR 05	493
RR 06	354

### Troy 62294

**5,447**

CR 01	486
CR 02	469
CR 03	815
CR 04	437
CR 05	566
CR 06	578
RR 01	502
RR 02	565
RR 03	517
RR 04	512

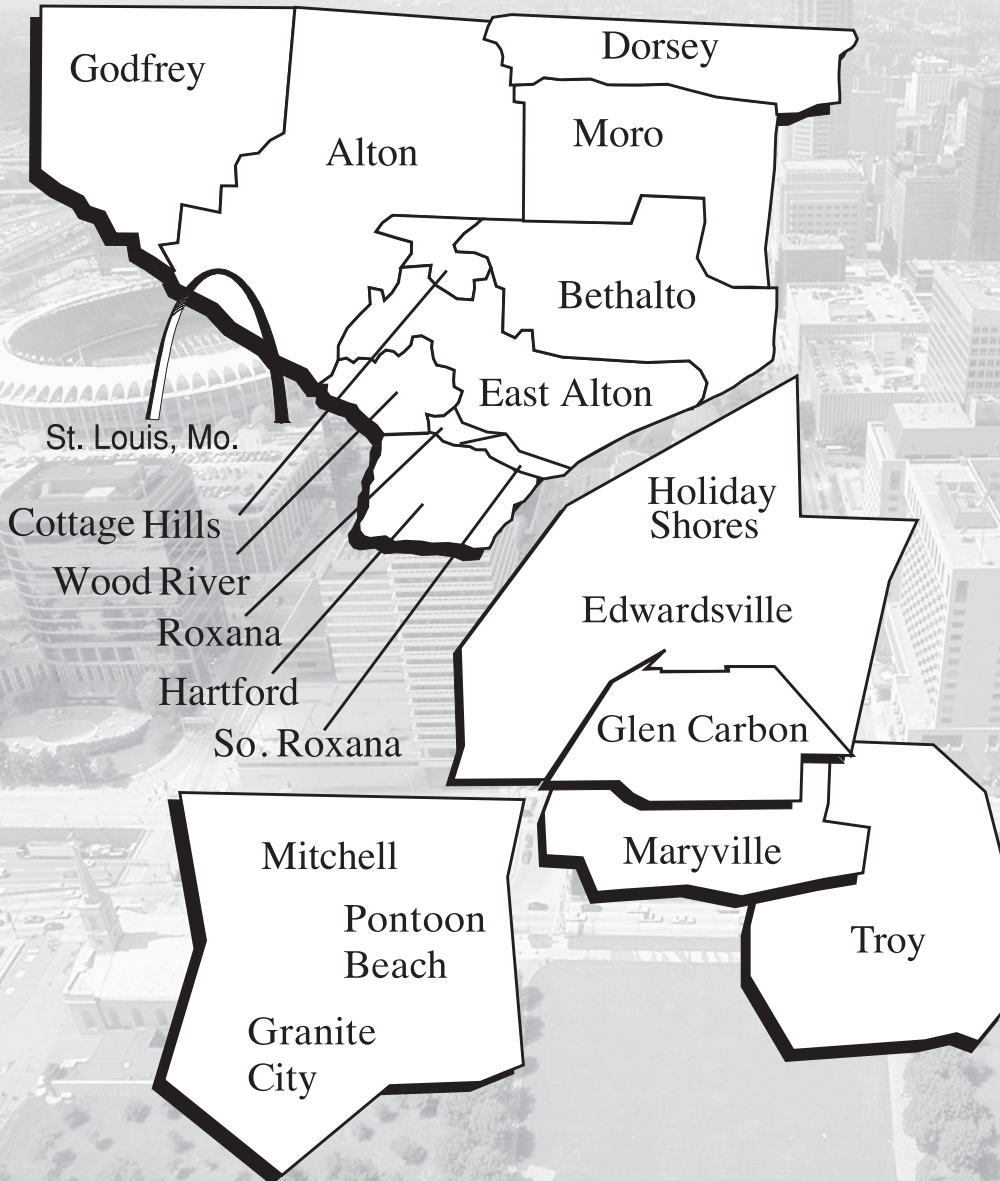
# Direct Mail Distribution

**Most Read Publication  
in Madison County, Illinois!**

**Print Advertising  
That Works!**

**100%**  
Coverage via  
Direct Mail

**75%**  
Weekly Readership



**Direct Mailed  
Delivery  
To More Than**

**85,000**