

# VOX MAGAZINE

The Voice of Columbia.

## PUBLICATION CALENDAR

### DECEMBER

Publish Date: Dec 3  
Space Deadline: Nov 12  
Artwork Deadline: Nov 18

### JANUARY/FEBRUARY

Publish Date: Jan 7  
Space Deadline: Dec 10  
Artwork Deadline: Dec 16

### MARCH

Publish Date: Feb 25  
Space Deadline: Feb 11  
Artwork Deadline: Feb 17

### APRIL

Publish Date: Mar 25  
Space Deadline: Mar 11  
Artwork Deadline: Mar 17

### MAY

Publish Date: Apr 29  
Space Deadline: Apr 15  
Artwork Deadline: Apr 21

### JUNE

Publish Date: May 27  
Space Deadline: May 13  
Artwork Deadline: May 19

### JULY/AUGUST

Publish Date: Jun 24  
Space Deadline: Jun 10  
Artwork Deadline: Jun 16

### SEPTEMBER

Publish Date: Sep 9  
Space Deadline: Aug 26  
Artwork Deadline: Sep 1

### OCTOBER

Publish Date: Sep 30  
Space Deadline: Sep 16  
Artwork Deadline: Sep 22

### NOVEMBER

Publish Date: Oct 28  
Space Deadline: Oct 14  
Artwork Deadline: Oct 20

### DECEMBER

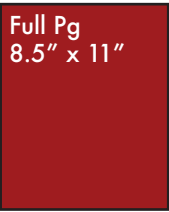

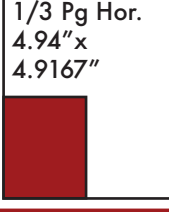
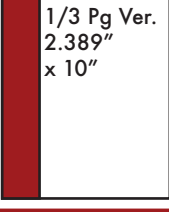
Publish Date: Nov 25  
Space Deadline: Nov 11  
Artwork Deadline: Nov 17

### JANUARY/FEBRUARY

Publish Date: Dec 30  
Space Deadline: Dec 16  
Artwork Deadline: Dec 22

All dates are subject to change.

## Display Advertising Rates

AVAILABLE SIZES	OPEN	6 Issues	11 Issues
 <p>Full Pg 8.5" x 11"</p>	\$600 <i>per Issue</i>	\$550 <i>per Issue</i>	\$500 <i>per Issue</i>
 <p>1/2 Pg 7.5" x 4.9167"</p>	\$400 <i>per Issue</i>	\$350 <i>per Issue</i>	\$300 <i>per Issue</i>
 <p>1/3 Pg Hor. 4.94" x 4.9167"</p>	\$250 <i>per Issue</i>	\$225 <i>per Issue</i>	\$200 <i>per Issue</i>
 <p>1/3 Pg Ver. 2.389" x 10"</p>			
<b>COLOR COST*</b>	<b>\$100</b>	<b>FREE</b>	<b>FREE</b>

\*VOX can print full color on every page, with no placement restrictions.

## What is your **distribution** like?

- 8,000 copies distributed free each month in the Missourian and to 230 locations
- **EXCLUSIVE** distribution to 86 MU campus locations, 58 downtown locations, and 86 other locations in Columbia, including Stephens College and Columbia College.

## Print Artwork Requirements

Camera-ready ads should be submitted electronically in the following formats PDF, TIF, or JPG. Files must be created to exact size, CMYK or B&W in 200dpi resolution.

## Pre-Print Advertising Rates

Vox charges \$50 per thousand. Inserts must be received within 5 business days of publication.

Maximum size - 7.5" x 10"      Minimum size - 5" x 7"

## Print magazine ads work because...

- Readers are more focused
- Readers have higher comprehension & recall
- Paper based reading stimulates emotions & desires
- Print magazines are preferred by majority (even millennials)
- Paper based reading drives sensory involvement which contributes to reader impact

SOURCE: Nomos Research, October 2015

**95% of adults 18-29 read magazines vs. 81% who use Facebook**

SOURCE: Cfk MRI, Fall 2017

To advertise call, 573-882-5700

## Online Advertising Rates

Name	Size	Impressions
Leaderboard*	728x90 pixels	\$7 CPM
Medium Rectangle	300 x 250 pixels	\$5 CPM
Leaderboard*	728x90 pixels	\$5 CPM
Medium Rectangle	300 x 250 pixels	\$4 CPM

Includes Homepage and All Sections:

News & Features | Food & Drink | Arts & Culture | Music | Magazine

Run of Site:

Above the fold  
Below the fold