

2018 RATE CARD

DISPLAY ADVERTISING

- Now In Our 40th Year As Your Hometown Newspaper -

WEBSTER-KIRKWOOD TIMES

Aug. 25 - 31, 2017 | Vol. 40, No. 7 | Locally owned and operated since 1978

DAY TRIPS & overnights
pages 9A-17A

TWO SECTIONS

AWESOME!

All eyes were to the skies for Monday's spectacular celestial event

The moon begins its pass over the sun just minutes before reaching 'totality' (photo by Ursula Ruhl)

Monday's interlude of awe-inspiring darkness — set against a backdrop of clear skies and hot, humid temperatures — induced business owners to close shops, schools to release students to the great outdoors, and neighbors to gather for lawn viewing parties.

It was a heavenly event most in the U.S. will never experience again — an almost three-hour "Tango between a distant sun and a protoplanet moon."

The lucky winner in a celestial lottery, much of the St. Louis Metro area fell within a 200-mile-long narrow band that stretched from coast to coast. The pages were "totally" a word not often varied with "The Great American Eclipse."

As the eclipse began to unfold beginning at about 1:45 a.m. on Monday, all eyes were pointed to the west. Old-looking cardboard-rimmed glasses stretched out far across the faces of young and old alike. Many of those faces turned to the area from out of town.

Eclipse viewing events took place throughout the day. Many were drawn to Webster-Kirkwood University observing the full solar eclipse. Professors from the university also worked with students at the St. Louis South County Center to set up scientific equipment and collect data on how bees behave during a solar eclipse.

Many Kirkwoodians gathered throughout the city's downtown area, and in particular Kirkwood Station Plaza, for an eclipse viewing party. The Magna House also held a viewing event on its front lawn.

At Moss Field
Schools everywhere released students for a couple of hours to allow them a fun and educational experience that only a total solar eclipse could provide. Hundreds of students at Kirkwood Middle School were ushered onto Moss Field. Parents were invited to join their children.

Webster-Kirkwood Times • South County Times • West End Word | 314-968-2699 | comment on all

- Now In Our 70th Year As Your Hometown Newspaper -

SOUTH COUNTY TIMES

July 21 - 27, 2017 | Vol. 71R, No. 12 | Serving Affton, Concord, Crestwood, Fenton, Green Park, Sappington & Sunset Hills | Locally owned and operated

Winners of Pets & Their People Photo Contest
see page 8

Behind The Scenes At Grant's Farm

Animals at the popular attraction require lots of TLC to keep them happy & healthy

Alicia Kalkb, they Park manager at Grant's Farm, feeds the baby camel, Stephen. (photo by Diana Linzey)

By Jessica Mchetta

Summer is in full swing at Grant's Farm. Young and old alike are enjoying the attractions including the wide variety of exotic animals — over 900 which represent more than 100 species. Behind the scenes, these animals are well cared for by a well-trained staff.

"We go through about 234 tons of hay a year for animals around the farm, about 75 tons of grain, four tons of milk replacer, carrots, lettuce, apples, oranges, bananas, oat, romaine, kale, sweet potatoes, regular potatoes," said Jenny Joyce, animal caretaker and elephant manager at Grant's Farm, located at 10501 Graves Road at Grant Road. "Every animal has a specific diet and we try to keep it as close as possible to what their wild diet would be."

Some of that food comes from St. Louis-based Purina; some from the other side of the planet.

"The goats are easiest compared to say, our desert tortoise, which can be tricky... probably past pads, hibiscus flowers, dandelion greens, grape leaves. Those are the things I can't just go to the store and pick up," Joyce said. "If I'm raising baby wallabies or baby kangaroos, I have to call Australia (for milk replacer)."

The animals are also lavished with regular "spa treatments" for their mail, skin and hair care. "The majority of this care is depending on the time of year."

"We have some horses that have special call in a fescue and rock with him," Joyce said. "He has gel inserts so they can be softer, but when it comes to camels and elephants, when they need their nails feathered, care, wing care and scale care, all of that is done in-house."

For medical care, Grant's Farm partners with Union Veterinary Services and the Saint Louis Zoo. However, Grant's

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WEST END

WORD

CITY LIVING FROM THE ARCH TO THE INNERBELT
Volume 46, Number 2 • August 25, 2017

DAY TRIPS & overnights
pages 7-10

Theatre Marks 35 Years Since Its "New Beginning"

The Fabulous Fox Theatre kicked off the 35th anniversary since its reopening in 1982 with a special performance by Idina Menzel on Aug. 16 | photo by Ursula Ruhl

by Jaime Mowers

It's time to celebrate as The Fabulous Fox Theatre kicks off its 35th anniversary which will include a run of the Broadway sensation "Hamilton."

St. Louis will be the seventh stop on "Hamilton's" second national tour when the popular production plays at the Fabulous Fox Theatre April 25, 2018.

The Fox Theatre opened in 1929 as a movie palace during William Fox's motion picture empire, but closed nearly 50 years later in 1978. It then was vacant, deteriorating until Mary Strassus and her late husband, Leon, bought it.

The Strassus and their partners put the "Fabulous" back into The Fabulous Fox Theatre. They breathed new life — and \$5 million worth of renovations and restoration projects — into the capacity crowd of 4,400 for "Hamilton."

Since then, there have been more than 2100 performances and 1745 acts on the Fox stage, and the Fox Theatre has become a hub for Broadway shows, concerts, classic movies, comedy acts, magicians and more.

From the first season, with Lippencore and his Broadway shows, concerts, classic movies, comedy acts, magicians and more.

Jack Petrucci, who took the helm as president and chief executive officer of Fox Associates, LLC, in January 2016, said that couldn't be more true.

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INSIDE

Katy Friedman Miller
Eclipse viewing at Kirkwood Station Plaza... 3A

Webster Groves
No senior housing at Laclede Green... 4A

Shrewsbury
Police investigate double shooting... 4A

Public comment on Airbase... 4A

Des Peres
Gov. on school staff careers... 4A

Letters... 6A

Real World
Business Notes... 7A

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Kirkwood
Vets destroying ginkgo trees... 3A

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Obituaries... 4A

Crime Reports
OK: Hethery Marks 90 Years... 4A

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Webster-Kirkwood Times • South County Times • West End Word | 314-968-2699 | comment on all

Fighting For Men's Parenting Rights

Men & women kick off Americans for Shared Parenting group

Affron's Mark Ludwig speaks to supporters gathered in Sunset Hills on Monday to support the new men's rights group, Americans for Shared Parenting. (photo by Diana Linzey)

by Don Corrigan

Affron's Mark Ludwig is the force behind a Sunset Hills event kicking off for Shared Parenting. The July 17 event drew support from many local notables, including the late Phyllis Schlafly's niece, Suzanne Marker.

Ludwig said the mission of the group is to make sure both men and women are treated fairly in court when women are treated unfairly with children. For Ludwig, the issue is personal and has inspired his activism in the area of men's and fathers' rights.

"Shortly after my son was born, I said Ludwig. "After a custody battle

that let me totally lose my son, six or seven years later, that's a custody battle."

"After going through that, I got calls from fathers who were getting the short end of the stick. They weren't doing anything wrong, but they were losing their child's life. I've seen these dead-end fathers who walk away, but they're willing and able to be involved."

According to U.S. statistics, 1 in 10 million kids in the U.S. live without their father.

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TIMES

WEBSTER-KIRKWOOD TIMES
SOUTH COUNTY TIMES
WEST END WORD

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David Linzee
A journey into the path of paternity... page 2

Standing Fast
Sen. Chappelle-Nault shows no signs of resigning... page 4

SLU Hospital
Construction to begin on \$550 million new hospital building... page 5

Journey To Israel
16 area women make 6,000-mile trip to the Middle East... page 6

Calendar
page 11

Festival Of Nations
Aug. 26-27 in Tower Grove Park
page 12

2018 SCHEDULE OF SPECIAL ADVERTISING OPPORTUNITIES

WKT	SCT	WEW	DATE	JANUARY
✓	✓		5	Fit Times
CHOOSE 2 OR 3			12	Prime Times
		✓		Lutheran Schools Week
✓	✓		19	Lutheran Schools Week
✓	✓	✓	26	Hometown Business Profiles
✓	✓	✓		Catholic Schools Week
FEBRUARY				
✓	✓		2	Valentines
CHOOSE 2 OR 3			9	Summer Camps, Education and Programs
✓	✓	✓		Valentines
✓			16	Wedding Stylefinder
✓	✓	✓	23	Health Professional Profiles
MARCH				
BOTH			2	Home & Garden Resource Guide
✓	✓	✓	9	Real Estate Agent Profiles
✓	✓	✓	16	
✓	✓	✓	23	Spring Arts Preview
	✓		30	Experience South County
APRIL				
✓	✓	✓	6	Resale Trail
		✓		Inspired Design
✓	✓		13	Inspired Design
BOTH			20	Day Trips & Overnights
		✓	27	
MAY				
✓			4	Spring Stylefinder
			11	
CHOOSE 2 OR 3			18	Fun Times for Summer
BOTH			25	Home & Garden Resource Guide
✓				The Webster Arts Fair
JUNE				
✓	✓	✓	1	Health Professional Profiles
✓	✓	✓	8	Guy's Gadgets & Gifts
✓	✓	✓	15	Pets & Their People
			22	
CHOOSE 2 OR 3			29	Education and Enrichment
✓				Webster Groves Community Days

WKT	SCT	WEW	DATE	JULY
			6	
CHOOSE 2 OR 3			13	Prime Times
			20	
✓	✓	✓	27	Hometown Business Profiles
AUGUST				
✓			3	Webster Groves School District Directory
✓	✓			Lindbergh School District Directory
✓	✓	✓	10	Resale Trail
✓				Kirkwood School District Directory
	✓			Aftton School District Directory
			17	
BOTH			24	Day Trips & Overnights
BOTH			31	Home & Garden Resource Guide
✓	✓			College Prep
SEPTEMBER				
✓	✓	✓	7	Health Professional Profiles
✓	✓	✓		Fall Arts Preview
	✓			College Prep
	✓		14	Aftton Days
✓	✓	✓	21	School Open House
✓	✓	✓		Stylefinder Fall/Winter
	✓		28	Hunting & Fishing
OCTOBER				
✓	✓	✓	5	Inspired Design
			12	
CHOOSE 2 OR 3			19	Prime Times
			26	
NOVEMBER				
✓	✓	✓	2	Holiday Ad Package
	✓			Experience South County
✓	✓		9	Holiday Ad Package
✓	✓	✓	16	Holiday Ad Package
BOTH				Gift & Recipe Guide
✓				Turkey Day
		✓		Holiday Showcase
		✓		Gift Giving Highlights
	✓		23	Holiday Ad Package
✓	✓			Small Business Saturday
✓	✓	✓	30	Holiday Ad Package
✓	✓	✓		Holiday Showcase
DECEMBER				
✓	✓		7	Holiday Ad Package
✓	✓			Holiday Showcase
✓	✓	✓	14	Holiday Ad Package
		✓		Holiday Greetings
✓	✓		21	Holiday Ad Package
✓	✓			Holiday Greetings
✓	✓			New Year's Eve Dining
✓	✓	✓	28	Holiday Greetings
✓	✓			Business Honor Roll

2018 Holidays:

April 1 • Easter
 April 22 • Earth Day
 May 13 • Mother's Day
 May 28 • Memorial Day
 Sept. 3 • Labor Day
 Nov. 22 • Thanksgiving

Clip & Save:

1st Friday in WKT and SCT
Around the Block Savings:
 3rd Friday in WKT and/or SCT

WKT - Webster-Kirkwood Times
SCT - South County Times
WEW - West End Word

2018 ADVERTISING RATES

ALL PRICES PER AD/PER ISSUE		FULL PAGE	3/4 PAGE	1/2 PAGE	1/4 PAGE	3/16 PAGE	1/8 PAGE	1/16 PAGE	1/32 PAGE
LEVEL 4 50-52 issues per year*	WKT	1132	1014	690	365	274	183	92	46
	SCT	1014	898	599	324	244	163	82	42
	WEW	859	703	522	294	229	153	77	39
LEVEL 3 24-49 issues per year*	WKT	1243	1115	755	391	293	196	98	49
	SCT	1115	994	663	347	261	174	88	44
	WEW	993	809	595	334	251	168	84	42
LEVEL 2 4-23 issues per year	WKT	1413	1259	839	427	330	220	111	56
	SCT	1273	1115	744	383	287	192	97	50
	WEW	1165	938	673	360	276	184	92	46
LEVEL 1 1-3 issues per year	WKT	1670	1460	974	490	372	248	125	63
	SCT	1532	1307	872	437	330	220	111	56
	WEW	1299	1106	798	403	302	202	102	52

WKT - Webster-Kirkwood Times

SCT - South County Times

WEW - West End Word

*WEW Level 4 rate available for 25-26 issues per year.

Webster-Kirkwood Times and South County Times published weekly on Fridays. West End Word published every other Friday.

• TO QUALIFY FOR MULTIPLE PAPER BUY DISCOUNT:

Same ad must be placed in two or three papers on the same date. Discount 7% for two papers and 10% for all three papers.

• COLOR RATES: Add \$115 for one paper, \$195 for two papers and \$230 for all three papers.

• ADVERTISING AGENCIES: 15% commissionable on LEVEL 1 rate only if the following criteria are met: 1) camera ready original to exact size or electronically submitted work is provided; 2) billing made to agency; 3) payment received within 30 days of statement; 4) agency is a recognized, independent ad agency doing business with a number of clients. Color rates are not discountable. All rates other than "LEVEL 1" are at net.

• DEADLINES: One week prior for WKT & SCT - Friday, 5 p.m. One week prior for WEW - Thursday, Noon.

• PLACEMENT REQUESTS: Ads are placed in a manner the Publisher considers graphically compatible and beneficial to the client. Special requests can sometimes be honored, but are not guaranteed. EXCEPTION: Clients insisting on placement within the first 11 pages of section A (limited to standard size ad, 1/8 page or larger) or page 1 of section B (limited to Webster-Kirkwood Times, 1/8 page, two columns) may receive that guarantee (not a specific position) for a 40% surcharge.

CLASSIFIED RATES

LINE ADS: WKT & SCT - \$21, first 16 words. 70¢, each additional word. WEW - \$17, first 16 words. 70¢, each each additional word. 4x \$1.25 off each ad • 8x \$1.50 off each ad • 12x \$2 off each ad

Add a yellow highlight to a line ad for \$15.

BOXED ADS: WKT & SCT - \$61, first column inch.

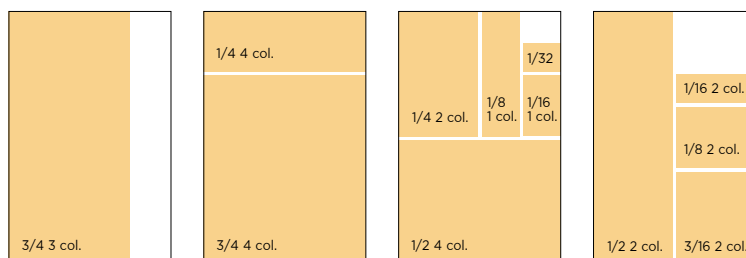
\$49, each additional column inch. WEW - \$25, first column inch. \$22, each additional column inch. Add full color for \$50.

ONLINE: All classified ads appear in the online editions of their respective papers.

DEADLINE: WKT & SCT - Wednesday, 10 a.m. WEW - Monday, 3 p.m. All WEW ads receive a \$8 discount when also run in WKT & SCT. Classified ads must be paid in advance.

Rates subject to change without prior notice except as contracted for dates covered by written Advertising Agreement or Insertion Order.

AD SIZES



FULL PAGE 10" w x 15-3/4" h
3/4 PAGE 10" w x 11-3/4" h
1/2 PAGE 10" w x 7-3/4" h
1/4 PAGE 4-7/8" w x 7-3/4" h
3/16 PAGE 4-7/8" w x 5-3/4" h
1/8 PAGE 4-7/8" w x 3-3/4" h
1/16 PAGE 4-7/8" w x 1-3/4" h
1/32 PAGE 2-5/16" w x 1-3/4" h

OR 7-1/2" w x 15-3/4" h
OR 4-7/8" w x 15-3/4" h
OR 10" w x 3-3/4" h
OR 2-5/16" w x 7-3/4" h
OR 2-5/16" w x 3-3/4" h

ONLINE RATES

	size in pixels	TOTAL FOR 4 WEEKS	TOTAL FOR 13 WEEKS	TOTAL FOR 26 WEEKS
LEADERBOARD	927w x 126h	314	839	1469
BOX	300w x 250h	272	734	1154
PEEL	76w x 76h	209	524	944
	490w x 490h			
ISLAND	250w x 250h	135	398	692
FOOTER - HOMEPAGE	927w x 115h	129	369	629
FOOTER - SECONDARY	927w x 115h	90	249	439
RECTANGLE	300w x 115h	104	313	576

LEADERBOARD across top of home page and rotates on other pages

BOX near top of home page and rotates on other pages

PEEL home page

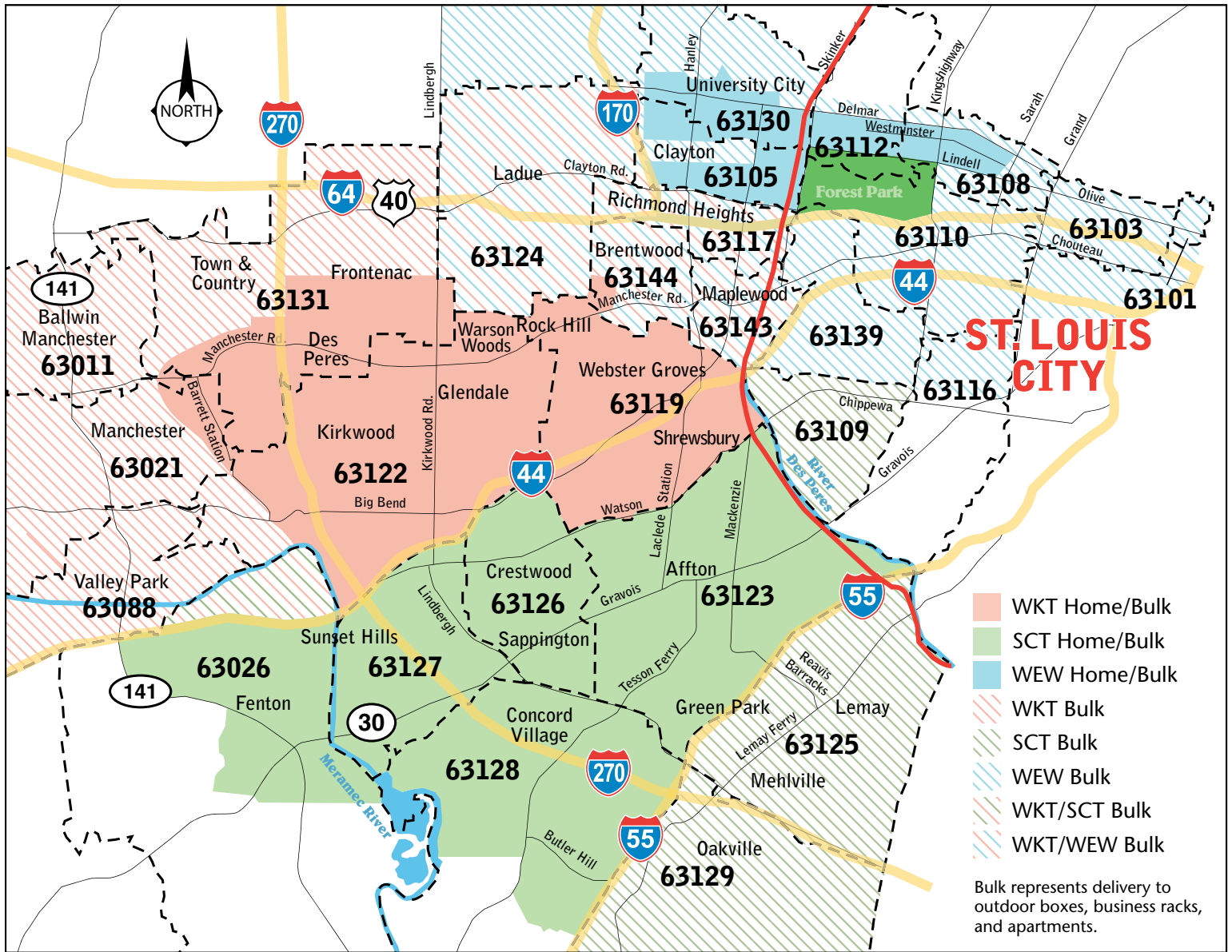
ISLAND in story copy only as opened from secondary pages

FOOTER - HOMEPAGE across bottom of home page and rotates on other pages

FOOTER - SECONDARY across bottom of secondary pages

RECTANGLE down right side of secondary pages

CIRCULATION MAP



COMBINED CIRCULATION:
95,301

- 69,305 direct home
- plus 25,996 bulk delivery

Distribution is audited by **Circulation Verification Council**.

HOME DELIVERIES are made by Thursday night ensuring the **TIMES** and **WORD** will be at readers' homes by Friday morning.

BULK DELIVERY is mostly completed by mid-day Friday.

WKT • Webster-Kirkwood Times: 40,369 circulation
 30,400 direct home • 9,969 bulk delivery
 SCT • South County Times: 37,665 circulation
 32,955 direct home • 4,710 bulk delivery
 WEW • West End Word: 17,267 circulation
 5,950 direct home • 11,317 apartment + bulk delivery

PREPRINT INSERTS: Request map for choice of routes.

Level 1 8.5x11 single sheet or larger sheet up to 11x17 folded, postcard up to 4x6
 1,500 to 9,999 **\$57/M**
 10,000 to 29,999 **\$47/M**
 30,000+ **\$41/M**

Level 2 up to 12 8.5x11 sheets, larger sheets must be quarterfolded, larger postcards with heavy stock
 1,500 to 9,999 **\$61/M**
 10,000 to 29,999 **\$51/M**
 30,000+ **\$45/M**

Level 3 12 or more sheets and/or items larger than 8.5x11
 1,500 to 9,999 **\$71/M**
 10,000 to 29,999 **\$61/M**
 30,000+ **\$55/M**

Sheets joined as single insert piece, folded not stapled. All prices per 1000. Storage fees of \$10/M for Level 2 and Level 3 items delivered more than 10 days in advance of insertion. \$20/M surcharge for inserts not boxed unless prior approval received. Transportation surcharge \$10/M for Level 2 and Level 3 items requiring local pickup. **Delivery arrangements must be made prior to shipment.**

IMPORTANT: INSERTS MUST BE

- flat, folded, or quarterfolded
- **boxed or bundled**
- labeled with quantity per box
- divided in groups of 500 or less OR separated by carrier route

PRE-APPROVAL REQUIRED FOR

- loose pieces wrapped on skids
- stapled pieces
- 70lb or heavier stock
- multi-page pieces
- bulky or odd-shaped pieces; prices may vary
- all inserts subject to publisher's approval