Volunteers gather in Central West End. Delmar Loop to sweep glass paint boarded up windows, following weekend of protests that resulted in vandalism

By Jaime Mowers

Smoke from the hot summer sun just minutes before reaching its peak, a handful of volunteers near the Delmar Loop, boarded up windows anticipating a可能的玻璃、漆料作画、封闭窗户, 预期在高峰前的几分钟

Volunteers gathered in Central West End, neighbors to gather for front lawn viewing parties.

The lucky winner in a celestial contest that only a total solar eclipse could inspire.

As the eclipse began to unfold Monday, all eyes were pointed to the U.S. will never experience again — an almost three-hour Tango with “The Great American Eclipse.”

The pieces are drawn to Webster University, with students there for a couple of hours to work with students at the Steger Center for Environmental Arts and Sciences, to observe the sky and how bees behave during a solar eclipse.

The pieces are drawn to Webster University, with students there for a couple of hours to work with students at the Steger Center for Environmental Arts and Sciences, to observe the sky and how bees behave during a solar eclipse.

Central West End sustained damage the previous night. "Trash can lids were hurled through business windows and looters stole items from the stores," said Jessica Bueler, who owns HSB Tobacconist. "Trash can lids were hurled through business windows and looters stole items from the stores," said Jessica Bueler, who owns HSB Tobacconist.

Last year, the city and the Business Improvement District made a concerted effort to clean up the Loop Sunday morning, Sept. 17, to sweep piles of trash that was accumulated over the weekend and 2016, over 1,632 citizen volunteers worked with students at the Steger Center for Environmental Arts and Sciences, to observe the sky and how bees behave during a solar eclipse.

On Aug. 26 and 27, volunteers took to the Meramec River and its tributaries, working to undo damage from gasoline at police.

On Aug. 26 and 27, volunteers took to the Meramec River and its tributaries, working to undo damage from gasoline at police.

August 26 Police Chase

Christopher M. Keown, 41, of St. Louis was charged with attempting to flee a police officer and resisting/interfering with a police officer following a high-speed chase in the Loop. Keown and Williams were charged following a judge ruled that Stockley, a white man, who watched the eclipse from Kirkwood Station Plaza and other areas of downtown Kirkwood. who watched the eclipse from Kirkwood Station Plaza and other areas of downtown Kirkwood.

A GoFundMe page Bueler created Sunday to cover the costs of deductibles for insurance sustained damage. "The pieces are drawn to Webster University, with students there for a couple of hours to work with students at the Steger Center for Environmental Arts and Sciences, to observe the sky and how bees behave during a solar eclipse."

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2018 MEDIA KIT
Webster-Kirkwood Times (WKT) and South County Times (SCT) are each published weekly on Fridays. The West End Word (WEW) is published every other Friday.

The purpose of the Times and Word is to provide a forum for expression of community interests, personalities, culture, events and ideas.

Offices are located in Southwest St. Louis County (Webster Groves) at:

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St. Louis, MO 63119

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Kent Tentschert

ACCOUNTS MANAGER
Kim Besterfeldt
COMBINED CIRCULATION: 95,301

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

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.

Webster-Kirkwood Times: 40,369 circulation - 30,400 direct home • 9,969 bulk delivery
South County Times: 37,665 circulation - 32,955 direct home • 4,710 bulk delivery
West End Word: 17,267 circulation - 5,950 direct home • 11,317 apartment + bulk delivery
## 2018 Schedule of Special Advertising Opportunities

### January

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### 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
- 3rd Friday in WKT and/or SCT

### Around the Block Savings:
- 3rd Friday in WKT and/or SCT

**WKT** - Webster-Kirkwood Times  
**SCT** - South County Times  
**WEW** - West End Word
LINE ADS:
WKT & SCT - $21, first 16 words. 70¢, each additional word.
WEW - $17, first 16 words. 70¢, 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.

2018 ONLINE RATES

www.timesnewspapers.com
**2018 ADVERTISING RATES**

<table>
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<th>FULL PAGE</th>
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WKT - Webster-Kirkwood Times  
SCT - South County Times  
WEW - West End Word

*W EW 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.

### AD SIZES

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

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

Average household income: $111,312
Percent owner occupied: 82%
Male: 39% • Female: 61%
Average Age: 46.9
Children Under 18: 23.5%
College Graduate or Post Graduate Degree: 56.5% (of those over 18)
Retired: 14.8%

CITIES AND ZIP CODES
63119 Webster Groves, Rock Hill & Shrewsbury
63122 Kirkwood, Glendale, Oakland & Warson Woods
63131 Des Peres

SOUTH COUNTY TIMES

Average household income: $77,904
Percent owner occupied: 81%
Male: 37% • Female: 63%
Average Age: 45.6
Children Under 18: 23.3%
College Graduate or Post Graduate Degree: 30.3% (of those over 18)
Retired: 17%

CITIES AND ZIP CODES
63123 Affton & Green Park
63126 Crestwood & Sappington
63127 Sunset Hills
63128 Concord Village
63026 Fenton

WEST END WORD

Average household income: $86,431
Percent owner occupied: 58.2%
Male: 48% • Female: 52%
Average Age: 39.1
Children Under 18: 19.4%
College Graduate or Post Graduate Degree: 24.8% (of those over 18)
Retired: 13%

CITIES AND ZIP CODES
63108 Central West End
63112 Skinker/DeBaliviere
63130 University City
63105 Clayton
63117 Richmond Heights
63143 Maplewood

Source: 2011 Circulation Verification Council / ESI Analytic Data
The printing, circulation and distribution of Webster-Kirkwood Times and South County Times are audited and verified by Circulation Verification Council. Current Publication Audit Reports for both newspapers are available from your Times advertising rep.

During 2016, the Circulation Verification Council, in conformance with its auditing rules, conducted verification of carrier delivery audits and reader interest surveys of the Webster-Kirkwood Times and South County Times. All respondents identified themselves as 18 years or older.
PREPRINTED INSERTS

Your insert can reach over 69,000 homes or as few as any complete single route

Costs MUCH LESS than bulk rate postage

Note: total distribution for the combined newspapers is over 94,680. Inserts are offered in the 69,355 single copy deliveries, but not in the bulk deliveries.

PREPRINT INSERTS: See map above for choice of carrier routes.

<table>
<thead>
<tr>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5x11 single sheet or larger sheet up to 11x17 folded, postcard up to 4x6</td>
<td>up to 12 8.5x11 sheets, larger sheets must be quarterfolded, larger postcards with heavy stock</td>
<td>12 or more sheets and/or items larger than 8.5x11</td>
</tr>
<tr>
<td>1,500 to 9,999</td>
<td>1,500 to 9,999</td>
<td>1,500 to 9,999</td>
</tr>
<tr>
<td>$57/M</td>
<td>$61/M</td>
<td>$71/M</td>
</tr>
<tr>
<td>10,000 to 29,999</td>
<td>10,000 to 29,999</td>
<td>10,000 to 29,999</td>
</tr>
<tr>
<td>$47/M</td>
<td>$51/M</td>
<td>$61/M</td>
</tr>
<tr>
<td>30,000+</td>
<td>30,000+</td>
<td>30,000+</td>
</tr>
<tr>
<td>$41/M</td>
<td>$45/M</td>
<td>$55/M</td>
</tr>
</tbody>
</table>

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

ROUTES 1-10

1. Des Peres .......... 3600
2a. Kirkwood North .... 2850
2b. Kirkwood N. & Warson Woods ............ 2750
3. Kirkwood Southwest .......... 2600
4. Kirkwood Southeast ........... 2400
5a. Glendale/Kirkwood .......... 1500
5b. Glendale/Oakland .......... 2000
6. Rock Hill & Northwest Webster .......... 3000
7. Webster Groves North ........... 3850
8. Webster Groves Southwest ........ 1350
9. Webster Groves Southeast ........... 2500
10. Shrewsbury .......... 2000
WKT Total Single Copy .......... 30,400

ROUTES 11-22

11. Sunset Hills & Fenton .......... 3300
12. Crestwood ............... 4200
13. Affton Northwest .......... 1425
14. Affton North ............. 1650
15. Affton Northeast ............ 3300
16. Affton Central .............. 1950
17a. Affton West/Central .......... 2350
17b. Sappington/Lindbergh ........... 1750
18. Concord Village Northwest ........... 1300
19. Green Park & Concord Southeast ............. 3600
20. Affton Southeast .......... 2075
21. Concord Village South .......... 3450
22. Fenton Central ............. 2400
SCT Total Single Copy .......... 32,750

Additional SCT delivered in
Route 3 ........................................... 30
Route 4 ......................................... 100
Route 8 ......................................... 75

ROUTES 23-24

23. Central West End (Skinker-DeBaliviere) .............. 1550
24. Clayton & University City ........... 4400
WEW Total Single Copy .......... 5,950

Distribution audited by