One Call, One Contact, One Order, One Bill, One Check... Saves Everybody Time and Money!

If you want to reach an audience across multiple counties, statewide or in multiple states, Missouri Press Service is here to help you do exactly that.

Here's how it works:

1. Contact MPS for a quote -- Tell us your financial and geographic parameters.
2. We handle the insertion orders and ad copy for all of the newspapers and we send you an itemized invoice for all placement services.
3. You write **one check** to MPS to pay for ad placement and services.

Cost:

With the exception of the three major metropolitan newspapers, your ad will be placed at the **Local Rate**. Missouri Press Service will add a commission to the price of each ad in accordance with contract #C306021001. For Completed Ads the commission will be **2.5%**, for Rough Ads **5%**.*

What is a Completed Ad and what is a Rough Ad?

A Completed Ad (sometimes referred to as "Camera Ready") is an electronic file containing the ad as it is to be placed (.pdf, .jpeg, .tiff). Though the ad may need to be re-sized or reformatted, typesetting shouldn't be required and the ad is generally considered to be in its final form.

A Rough Ad is one for which the copy points are provided but requires the sesrvices of Missouri Press Service to develop, layout and typeset the final ad for placement. Typesetting by MPS must be required by the client in order for the ad to be consdidered a Rough Ad.

*For the specific details of the State of Missouri's contract with Missouri Press Service, see contract # C306021001.

NO ONE knows Missouri newspapers better than Missouri Press Service. Established nearly 70 years ago, we have a proven track record for meeting advertisers' needs.

Information on markets, circulation and rates is only a phone call or e-mail away. Let MPS tailor an advertising schedule and message to fit your budget and target your audience.

Consolidate your ad buying efforts -- contact the **Missouri Press Service.**

www.mopress.com • 800-568-1927 • 802 Locust Street • Columbia, MO 65201

One Order, One Bill, One Check.

For information or to place an ad, contact the Missouri Press Service at (573) 449-4167.

MISSOURI PRESS SERVICE

www.mopress.com

These companies place their newspaper ads through Missouri Press Service:

- Ameren UE
- First Bank
- Hammons Products Company
- Holiday Inn
- Kansas City Power & Light
- Knights Of Columbus
- Missouri Department Of Health
- Missouri Department Of Natural Resources
- Missouri Department Of Public Safety
- Missouri Division Of Tourism
- Missouri Highway Patrol
- Missouri Lottery
- Missouri Propane
- Missouri Public Service
- Missouri Secretary Of State
- Missouri State Fair
- Ozark Empire Fair
- Shoney's
- Sonic
- Sprint
- USDA
- William Woods University

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For Missouri State Agencies

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