

Mid-Missouri Area

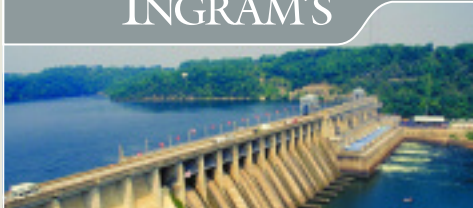
MISSOURI ECONOMIC DEVELOPMENT SERIES

2008 MEDIA KIT

Editorial and Planning Guide

INGRAM'S

Missouri Economic Development Series



Destination Mid-Missouri

Including the Mid-Missouri Economic Development Report

2008-2009 Edition | www.DestinationMid-Missouri.com



**The Thriving Communities
of Mid-Missouri**

DestinationMid-Missouri.com | DestinationMissouri.com | Powered by Ingram's

[Destination Northwest Missouri.com](http://DestinationNorthwestMissouri.com) ■ [Destination Northeast Missouri.com](http://DestinationNortheastMissouri.com) ■ [Destination Kansas City.com](http://DestinationKansasCity.com) ■ [Destination Mid-Missouri.com](http://DestinationMid-Missouri.com)
[Destination Saint Louis.com](http://DestinationSaintLouis.com) ■ [Destination Southwest Missouri.com](http://DestinationSouthwestMissouri.com) ■ [Destination Southeast Missouri.com](http://DestinationSoutheastMissouri.com)

(District 4) Regions | Counties | Cities

Destination **BooneCountyMO.com**
 Destination **ColumbiaMO.com**
 Destination **CallawayCountyMO.com**
 Destination **FultonMO.com**
 Destination **CamdenCountyMO.com**
 Destination **CamdentonMO.com**
 Destination **OsageBeachMO.com**
 Destination **ColeCountyMO.com**
 Destination **JeffersonCityMO.com**
 Destination **CooperCountyMO.com**
 Destination **BoonvilleMO.com**
 Destination **GasconadeCountyMO.com**
 Destination **HermannMO.com**
 Destination **HowardCountyMO.com**
 Destination **LakeoftheOzarks.com**
 Destination **MariesCountyMO.com**
 Destination **MillerCountyMO.com**
 Destination **MoniteauCountyMO.com**
 Destination **MorganCountyMO.com**
 Destination **OsageCountyMO.com**
 Destination **Ozarks.com**
 Destination **PhelpsCountyMO.com**
 Destination **RollaMO.com**
 Destination **PulaskiCountyMO.com**

DestinationMissouri.com/**BooneCounty**
 DestinationMissouri.com/**Columbia**
 DestinationMissouri.com/**CallawayCounty**
 DestinationMissouri.com/**Fulton**
 DestinationMissouri.com/**CamdenCounty**
 DestinationMissouri.com/**Camdenton**
 DestinationMissouri.com/**OsageBeach**
 DestinationMissouri.com/**ColeCounty**
 DestinationMissouri.com/**JeffersonCity**
 DestinationMissouri.com/**CooperCounty**
 DestinationMissouri.com/**Boonville**
 DestinationMissouri.com/**GasconadeCounty**
 DestinationMissouri.com/**Hermann**
 DestinationMissouri.com/**HowardCounty**
 DestinationMissouri.com/**LakeoftheOzarks**
 DestinationMissouri.com/**MariesCounty**
 DestinationMissouri.com/**MillerCounty**
 DestinationMissouri.com/**MoniteauCounty**
 DestinationMissouri.com/**MorganCounty**
 DestinationMissouri.com/**OsageCounty**
 DestinationMissouri.com/**Ozarks**
 DestinationMissouri.com/**PhelpsCounty**
 DestinationMissouri.com/**Rolla**
 DestinationMissouri.com/**PulaskiCounty**

Website Advertising Rates: IngramsOnLine.com
Destination@IngramsOnLine.com ■ 816.842.9994



Missouri Economic Development Report (Released late-2008)

The *Missouri ED Report* is approximately 140 pages and will include ED Reports from each district in Missouri. Supplemental ads are available and will cost the same as in *Destination Mid-Missouri*.

Destination Missouri (Released late 2008)

Destination Missouri is a statewide publication—50,000 copies will be read by 210,000 prospects. It will be distributed throughout the nation and internationally and it will drive attention and investment to Missouri.

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Destination Mid-Missouri **InPrint** and DestinationMid-Missouri.com **OnLine** as well as the websites to the left will include the above articles and statistics.

(Y)our Source for Attracting Investment to Mid-Missouri ... and to each of Missouri's Seven Thriving Districts

Missouri's Seven District/Regional Publications

Show-Me Publishing, Inc., publisher of *Ingram's*, will soon conduct a series of Economic Development Assemblies and ED Reports for each of the seven districts around Missouri, and we hope your organization will be a part of this exciting and important project.

As a result of this series, a number of publications and compatible websites will be produced—all designed to drive attention and investment to Missouri and each of its communities around the state. The Economic Development Reports will serve as a primary feature for each district/regional publication and a number of additional articles, features and marketing opportunities will surround the report. Each of the following Missouri districts will have a regional publication and a compatible website:

- DestinationNorthwestMissouri.com (District 1)
- DestinationNortheastMissouri.com (District 2)
- DestinationKansasCity.com (Begins February 2008)
- DestinationMid-Missouri.com (District 4)
- DestinationSaintLouis.com (District 5)
- DestinationSouthwestMissouri.com (District 6)
- DestinationSoutheastMissouri.com (District 7)

Who Will Read, Use These Regional Publications?

More than 105,000 influential business executives read each edition of *Ingram's*—they'll also receive *Destination Mid-Missouri*. Additionally, more than 20,000 site selectors, commercial realtors as well as expansion-oriented business executives—among them the CEOs and facility managers of the largest corporations in the nation—will receive and read each of these seven publications.

Missouri Economic Development Report

For the past decade *Ingram's* and Show-Me Publishing has conducted more than one hundred Economic Development Assemblies and published a corresponding number of ED Reports and Regional Publications. In 2008, we will produce a compilation publication including each of these seven district Economic Development Reports. This publication will also include prime advertising opportunities.

The Missouri Economic Development Report will be distributed to site selectors and executives from expansion-oriented businesses as well as to business and government leaders throughout the region. Bulk copies will be supplied to each of our seven district project sponsors. Organizations that benefit from economic investment in their city, county and region should claim their position.

InPrint, OnLine, Anytime

Websites for each of Missouri's seven districts will include content that is deep, wide, useful, and resource rich. Each of these seven sites will also serve as the portal website for each of the counties, regions as well as cities within that district. Each of the websites will be fully integrated and under the *DestinationMissouri.com* flagship.

Take the First Step

Our team of professionals is looking forward to working with your organization on this important project. Please contact our development specialists today and *Get on the Bus!*



**PUT DESTINATION MID-MISSOURI,
DESTINATION MISSOURI AND THE MISSOURI
ECONOMIC DEVELOPMENT REPORT ON THE PLAN IN '08**



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816.842.9994 | 314.450.0998 | Destination@IngramsOnLine.com



Powered by **INGRAM'S**

2008 ADVERTISING RATES AND INFORMATION

ADVERTISING RATES

Rates for *Destination Mid-Missouri* and the *Missouri Economic Development Report*

	BLACK & WHITE	FOUR COLOR
Full Page	2800	3395
2/3 Page	2450	2820
Island	2095	2550
1/2 Page	1745	2250
1/2 Page Spread	2995	3495
2 Pages or Spread	4695	5495
4 Pages or Insert	7995	9395

Rates include prepress, proofing & printing services. Preferred Positions add 10%

SPOT COLOR (Add fee to B&W Rates)

AD Size	1 Color	(PMS)	Metallic
2 Page Spread	400	950	950
Full Page	300	600	600
Fractional	250	600	600

COVERS (monthly and regional publications)

	16x	12x	8x
Cover 2	4095	4250	4350
Cover 3	3750	3950	4150
Cover 4	4580	4700	4850

COMMUNITY & CORPORATE PROFILES

	1 Page	2 Page	4 Page
Profile Fee	3395	5495	9395
Reprints (1000 copies on 70 lb. enamel—custom orders available)	470	820	1350
The Package Deal	3865	6315	10745

- DestinationNorthwestMissouri.com (District 1)
- DestinationNortheastMissouri.com (District 2)
- DestinationKansasCity.com (District 3) Begins February 2008
- DestinationMid-Missouri.com (District 4)
- DestinationSaintLouis.com (District 5)
- DestinationSouthwestMissouri.com (District 6)
- DestinationSoutheastMissouri.com (District 7)

DESTINATION MISSOURI .com

Coming in the
Fall of 2008

YOUR GUIDE TO INVESTING IN MISSOURI

	BLACK & WHITE	FOUR COLOR
Full Page	4095	4695
2/3 Page	3695	4195
Island	3175	3795
1/2 Page	2695	3375
1/2 Page Spread	4330	4795
2 Pages or Spread	6995	7995
4 Pages or Insert	11750	12935

Rates include prepress, proofing & printing services. Preferred Positions add 10%

50,000 COPIES WILL BE READ BY 210,000 SITE SELECTORS, INVESTORS & PROSPECTS

MAGAZINE DIMENSIONS

	WIDTH	HEIGHT
Magazine Trim Size	8-1/8"	10-7/8"
Bleed Size (full page)	8-3/8"	11-1/8"
Bleed Size (2 Page Spread)	16-1/2"	11-1/8"
Bleed Size (1/2 Page Spread)	16-1/2"	5-9/16"

AD DIMENSIONS

	WIDTH	HEIGHT
Full Page (active area)	7"	10"
2/3 Page	4-9/16"	10"
Island	4-9/16"	7-1/2"
1/2 Page horizontal	7"	4-7/8"
1/3 Page vertical	2-1/8"	10"
1/3 Page horizontal	4-9/16"	4-7/8"
1/6 Page vertical	2-1/8"	4-7/8"
1/6 Page horizontal	4-9/16"	2-3/8"
2 Page Spread	15-1/4"	10"
1/2 Page Spread (may bleed)	15-1/4"	4-7/8"

IMPORTANT GENERAL INFORMATION

All advertisements are published for the benefit of the applicable Advertiser and Agency, and each are jointly and severally liable for all charges. Publisher shall not be liable for failure to publish or distribute all or any part of the publication because of labor disputes, accident, fire, Acts of God, or any other circumstances beyond the Publisher's control. Further, Publisher shall not be liable for damages if for any reason he fails to publish an advertisement. Upon this situation, Publisher agrees to fulfill insertion in the next desired issue.

All advertisements are accepted and published upon the representation that the Agency and/or Advertiser is authorized to publish the entire contents and subject matter thereof. In consideration of Publisher's acceptance of such ad for publication, Agency and/or Advertiser will indemnify and save Publisher harmless from and against any loss or expense arising out of publication of such ads, including without limitation to reasonable attorney's fees resulting from claims or suits based upon the contents, subject matter or for libel, violation of privacy, plagiarism & copyright infringements.

No conditions, oral or printed in the contract, order, copy instructions or elsewhere, which conflict with Publisher's policies as set forth in this Rate Card, will be binding on the Publisher. Jurisdiction and venue for any litigation ensuing from advertising placed in the publication shall properly lie in Jackson County, Missouri, with Advertiser bearing the cost of reasonable attorney's fees in the event of unpaid invoice collection.

MECHANICAL SPECIFICATIONS

DIGITAL ADVERTISEMENT REQUIREMENTS

Please use the following guidelines for submitting ads in a digital format. Ads submitted in print form or as negative film are subject to conversion charges.

LAYOUT FILES

Ads submitted through the Internet, on CDs or on disks should be created on the Macintosh system using QuarkXPress (version 4.1 or later) or Adobe Illustrator (version 10.0 or later). **Our preferred ad format is a PDF/X-1a compliant file.** All images should be 300 dpi and line art should be 1200 dpi. If creating files in InDesign, simply "Export PDF" and use the PDF/X-1a setting. If creating your file in Quark XPress or any other program, "Print" a Full-Color "PostScript" file and "Distill" it using the PDF/X-1a setting in Acrobat Distiller. Fonts and graphic files must be embedded and colors must be CMYK. Please provide contact info including phone, fax and e-mail for person(s) who have prepared and authorized the ad.

COLOR PHOTOS

- Tiff format
- CMYK
- 300 dpi

B/W (Line Art)

- TIFF format
- 300+ dpi

INGRAM'S FTP SITE

You may submit files via FTP site. To login and upload files:

Address: 209.15.104.40

Username: customer

Password: customer

Contact *Ingram's* for further help.

GREYSCALE

- 300 dpi
- Tiff format

EPS (Vector Graphics)

- CMYK
- Include linked media
- Fonts to outlines

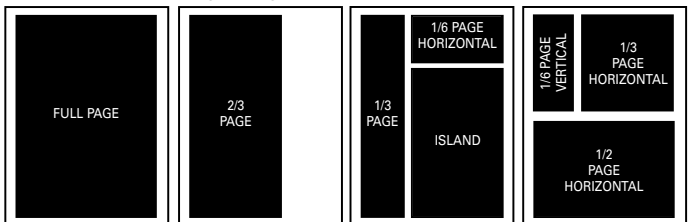
ADVERTISING, DESIGN AND PRODUCTION

Ads designed and/or produced by *Ingram's* and Show-Me Publishing will incur the charge of \$80 per hour with a 1-hour minimum charge. Ad production services will be billed in 15-minute increments after the first hour.

Electronic PDFs are available for \$125

SUBJECT TO TERMS AND CONDITIONS

Payment is due within 30 days of invoice date. By paying within 30 days from the date of the invoice, you avoid the small carrying charge of 1.75% per month that we must otherwise charge as interest. Agencies should note, too, that we cannot honor commission on invoices that are 60 days or older, so we encourage prompt payment. By honoring the terms of the Ad Agreement and our policy, the company is assured of maintaining its negotiated rates.



PROFILE INSTRUCTIONS

Destination Publications, Missouri ED Report and Destination Missouri

1. Advertisers to supply edited copy for their profiles electronically.
2. Photography, charts, graphs and captions are provided by advertiser.
3. Client may select 1 of 4 layout options designed to accommodate text or images emphasis and color palette preference.
4. Show-Me Publishing, Inc. will provide design and production services. Client receive proof for approval. Two rounds of proofing edits provided.
5. To meet deadlines, clients should return proofs with written instructions for adjustments within 2 business days of the receipt of proofs (except at deadline).
6. Space reservations are final and cannot be cancelled as of the published Ad Space Deadline date.

Website Advertising Rates: IngramsOnline.com
Destination@IngramsOnline.com ■ 816.842.9994