

# 2017 SPONSORSHIP RATE SHEET

## Missouri Autism Report

### Full Page - 63" 7 x 9

Inside Page \$440.00 per month

Inside Cover \$630 per month

Back Cover - Full-Bleed \$756 month

### Business Card Size 2 - 7.5"

Inside page \$64.00 per month

(not available on cover pages)

3.40 x 2.22

### Small Tower - 7.5"

Inside page \$64.00 per month

(not available on cover)

2 x 3.8

### Quarter-Page Size - 15.75"

Inside Page \$130.00 per month

(not available on cover pages)

3.5x4.5

### 1/3 Page Tower - 21"

Inside Page \$168.00 per month

(not available on cover)

3x7

### Half-Page Size - 31.5"

Inside Page \$236.00 per month

Inside Cover \$330.00 per month

7x4.5

### Quarter-Page Size Banner - 15.75"

Inside Page \$130.00 per month

(not available on cover)

7x2.25

### Small Bottom Page Banner - 7.5"

Inside Page \$64.00




Front Cover Page \$90.00 per month

7x1.08

# 2017 SPONSORSHIP RATE SHEET

## Missouri Autism Report

# CONTRACT DISCOUNTS




	SIZE	Regular Price Month-to-month	12 Month Contract (6 issues) 15% savings
 <b>Golden Sponsor</b>	<b>Full Page 63"</b> <b>Inside Page</b>	\$440.00 ea.	\$374.00 ea. \$2,244.00 / 6 iss.
	<b>Inside Cover</b> (front or back)	\$630.00 ea.	\$536.00 ea. \$3,216.00 / 6 iss.
	<b>Back Cover</b> (Subject to availability)	\$756.00 ea.	\$643.00 ea. \$3858.00 / 6 iss.
<b>Golden Sponsor</b>	<b>Half page 31.5"</b> <b>Inside page</b>	\$236.00 ea.	\$200.00 ea. \$1200.00 / 6 iss.
	<b>Inside Cover Page</b>	\$330.00 ea.	\$280.00 ea. \$1,680.00 / 6 iss.
 <b>Featured Sponsor</b>	<b>1/3 Page Tower 21"</b> <b>Inside page</b>	\$168.00 ea.	\$143.00 ea \$ 858.00 / 6 iss.
	<b>Quarter page 15.75"</b> <b>Inside page</b>	\$130.00 ea.	\$110.00 ea. \$660.00 / 6 iss.
 <b>Basic Sponsor</b>	<b>Business Card, Small Tower or Banner 7.5"</b> <b>Inside page</b>	\$64.00 ea.	\$54.00 ea. \$324.00 / 6 iss.
	<b>Front Cover Banner</b> (subject to availability)	\$90.00 ea.	\$77.00 ea. \$462.00 / 6 iss.

**Note:** Barter sponsorships are at discretion of editor and are credited at the month-to-month value, without discounts or benefits, and without size guarantee.

Updated 9/2017  
Effective 1/2017

# 2017 CONTRACT BENEFITS

## Missouri Autism Report

Sponsorship Benefits	Contract Benefits
<p><b>Golden Sponsor</b> </p> <p>Full page 63”</p> <p>Half page 31.5”</p>	<ul style="list-style-type: none"> <li>• 15% discount, for one year (6 issues) contract</li> <li>• Flexible content</li> <li>• Locked-in rate for contract period</li> <li>• Up to 50 mailed copies for distribution (outside of Spfd. area)</li> <li>• Free, unlimited events listings</li> <li>• Free interactive sponsor listing on website</li> <li>• <b>Two</b> Feature or interactive stories *</li> <li>• <b>One</b> free boxed announcement; \$20 for each additional boxed announcement.**</li> </ul> <p>* <i>Responsibility of Sponsor to submit stories.</i></p> <p>** <i>May be used to announce event, workshop or fundraiser, but not to extend contract. Size will be at discretion of editor.</i></p>
<p><b>Featured Sponsor</b> </p> <p>1/3 Page Tower 21”</p> <p>Quarter Page 15.75</p>	<ul style="list-style-type: none"> <li>• 15% discount, for one year (6 issues) contract</li> <li>• Flexible content</li> <li>• Lock-in rate for contract period</li> <li>• Up to 25 mailed copies for distribution (outside of Spfd. area)</li> <li>• Free events listings</li> <li>• Free sponsor listing on website</li> <li>• One feature or interactive story.*</li> <li>• \$25 boxed announcements for fundraisers.**</li> </ul> <p>* <i>Responsibility of Sponsor to submit stories.</i></p> <p>** <i>May be used to announce event, workshop or fundraiser, but not to extend contract. Size will be at discretion of editor.</i></p>
<p><b>Basic Sponsor</b> </p> <p>Business Card, Small Tower or Banner 7.5”</p>	<ul style="list-style-type: none"> <li>• 15% discount, for one year (6 issues) contract</li> <li>• Flexible content</li> <li>• Lock-in rate for contract period</li> <li>• Up to 5 mailed copies for distribution (outside of Spfd. area)</li> <li>• Free events listings</li> <li>• Free interactive sponsor listing on website</li> <li>• One \$25 discounted boxed announcement. *</li> </ul> <p>* <i>May be used to announce event, workshop or fundraiser, but not to extend contract. Size will be at discretion of editor.</i></p>

# 2017 CLASSIFIED RATES

## for Events, Announcements and Save-the-Date Column

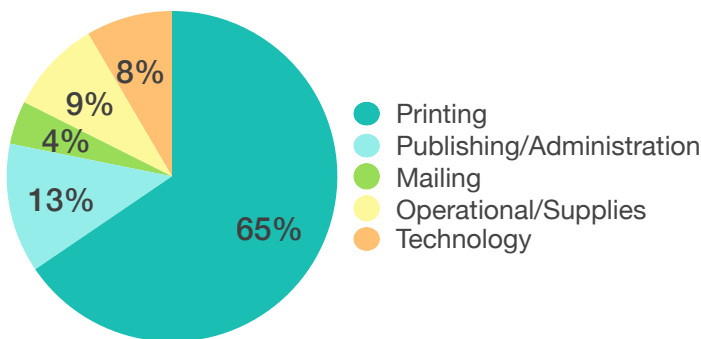
Classified and Events Listings	Pricing	Benefits and Requirements
Individual Listing	<b>FREE</b>	Limit: One (1) listing per month, of 25 words or less.
Additional Listings	<b>First listing: FREE!</b> <b>Additional listings: \$5 each</b>	Limit: 25 words per \$5 listing. Applies to multiple listings occurring in the same issue. For listings over 25 words, please add \$5, up to 50 words (i.e.: 26-50 words, add additional \$5).

*The above table only applies to classified listings. For prices of Boxed Announcements, please see page one.*

Purchase of a boxed announcement, includes one FREE classified event listing, of the boxed event, in appropriate event category. Purchase of one-time boxed announcement, does NOT guarantee feature article covering event, or any other Contract Sponsor Benefits. Coverage of events is at the discretion of editorial staff.

### 2017 Bi-Monthly Cost Analysis

PROJECT	2017 COST ANALYSIS
Printing	9,300
Publishing/ Administration	1,800
Mailing	600
Operational/Supplies	1,300
Technology	1,200



## Missouri Autism Report Mission and Expense

The Missouri Autism Report (MAR) is dedicated to disseminating up-to-date news, resources and local events for the Missouri Autism Community. Our goal is to inform, inspire and support those dealing with autism, within our state, and beyond. We have been serving Missouri since 2010.

Our largest expense is *printing*. The magazine is offered free online, but the print copies continue to be in demand by families and sponsors. According to a 2015 survey, 62% of the readers surveyed, prefer to read the print magazine, while only 18.75% prefer to read online. This tells us that the print magazine is still important to our readers.

To accommodate this need, we have negotiated the lowest possible printing prices, utilize our tax-free status and deliver by volunteer, to lower our costs. Most operations take place in a home-based office, with no overhead. Publication and administration of the magazine is estimated at \$300 per month, paid to the editor, for hours of dedication to the project.

In 2017, we will publish on a bi-monthly schedule, in an effort to relieve some of our volunteers and reduce printing costs. We also hope to be joined by more sponsors, due to lower sponsorship rates.

Please consider joining the MAR, as we support those with Autism in Missouri and beyond.

Effective 1/2017