



Updated 12/2025

117 East Fourth Street
Joplin, MO 64801
Phone (417) 623.3480
advertising@joplinglobe.com

2026 ADVERTISING INFORMATION

RETAIL DISPLAY RATES

All retail display rates are non-commissionable, priced per column inch, and based on a 6-column format.

Local Retail Open Rates

<u>Daily</u>	<u>Saturday</u>
\$22.50	\$25.75

Local Pick-Up Rates

The Joplin Globe knows that frequency is the most effective tool in your marketing plan. Therefore, we reward advertisers for placing consistent advertising within a seven-day period.

<u>1st Pick Up</u>	<u>2nd-4th Pick Up</u>
20% Discount	30% Discount

Non-Profit Rates

Non-profit organizations, including churches, qualify for this rate.

<u>Daily</u>	<u>Saturday</u>
\$14.75	\$16.50

Special Sections

<u>Daily</u>	<u>Saturday</u>
\$24.00	\$27.25

Political Rates

Available upon request

National Rates

<u>Daily</u>	<u>Saturday</u>
\$27.00	\$30.90

Color Rates

Make your message jump off the page with color. Studies show that color increases your ads' visibility by 43%.

<u>Up to 24"</u>	<u>25" – 59"</u>	<u>60" – 89"</u>	<u>90" – 129"</u>
\$5.00 pci*	\$125	\$175	\$225

*There is a minimum \$25 color charge.

Local Contract Rates

You can receive discounts on your advertising by investing as little as \$1000 a year. As your investment level increases, your cost per column inch decreases.

<u>Dollar Investment</u>	<u>Daily</u>	<u>Saturday</u>
\$ 1,000 - \$ 2,499	\$20.00	\$22.00
\$ 2,500 - \$ 4,999	\$19.00	\$21.00
\$ 5,000 - \$ 9,999	\$18.00	\$20.00
\$10,000 - \$24,999	\$17.00	\$19.00
\$25,000+	\$15.00	\$17.00

CLASSIFIED/LEGAL DISPLAY RATES

All classified display rates are non-commissionable, priced per column inch, and based on a 6-column format.

Classified Open Rates

<u>B&W</u>	<u>Color</u>
\$41.00	\$45.00

Classified Line Ad / Public Notice Rates

\$8.00 per line

Recruitment Rates

Inquire for rates.

Obituary Rates

Available upon request



***Classified special rates and
programs available.
Please inquire for details.***



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2026 PRE-PRINT ADVERTISING INSERT INFORMATION

INSERTION RATES

Your preprinted material can be inserted into The Joplin Globe Tuesday through Saturday.

A preprint agreement is required for frequency discounts.

FREQUENCY	1x	6 x	12x
2 Tab / 1 BrdSht	\$51.50/m	\$46.40/m	\$39.20/m
4 Tab / 2 BrdSht	\$67.00/m	\$63.95/m	\$59.80/m
8 Tab / 4 BrdSht	\$70.00/m	\$67.00/m	\$63.95/m
12 Tab / 6 BrdSht	\$72.25/m	\$69.00/m	\$66.00/m
16 Tab / 8 BrdSht	\$74.25/m	\$71.00/m	\$67.05/m
20 Tab / 10 BrdSht	\$77.35/m	\$75.25/m	\$72.20/m
24 Tab / 12 BrdSht	\$84.50/m	\$80.40/m	\$75.25/m
28 Tab / 14 BrdSht	\$87.60/m	\$82.50/m	\$77.35/m
32 Tab / 16 BrdSht	\$97.95/m	\$92.80/m	\$87.65/m
36 Tab / 18 BrdSht	\$101.00/m	\$95.80/m	\$90.65/m
40 Tab / 20 BrdSht	\$110.00/m	\$104.00/m	\$100.00/m

All rates above are per thousand.

The Joplin Globe requires a minimum investment of \$225 per insertion. Credits will not be issued for any preprint overages received. Rather they will be inserted into the next available publication day for The Joplin Globe.

MINIMUM INSERTION QUANTITIES

The Joplin Globe

Full Run Only

***Zoning by zip code or any other means other than listed above is not available and will not be accepted.**

PREPRINT SIZE RESTRICTIONS

Minimum size accepted: 3" x 6"
Maximum Size Accepted: 10.5" x 11"

CIRCULATION

SATURDAY

4,500

WEDNESDAY

4,000

DEADLINES

Insertion Orders

No later than 7 business days prior to insertion.

Preprints Received

No later than 3 business days prior to insertion.

PREPRINT SHIPPING ADDRESS

Preprints should be mailed to the following address for insertion into The Joplin Globe:

Tulsa World
c/o The Joplin Globe
315 S. Boulder Avenue
Tulsa, OK 74103

UNIQUE ADVERTISING OPPORTUNITES

The Joplin Globe offers many advertising opportunities to assist in making your company stand out.

AD WRAPS

Full page 60# newsprint with advertising available on both sides that wrap around the inserted preprints or a section in the paper.

1 - 12 Times: \$1200 each 13 + Times: \$1000 each*

**Agreements available for frequency discounts.*

Ask your advertising consultant for more information on:

- **Print & Deliver Inserts**
- **Post It Notes**

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2026 ONLINE ADVERTISING RATES FOR JOPLINGLOBE.COM

joplinglobe.com has more traffic than any other website in the area and continues to grow daily!

Use the joplinglobe.com to reach new readers and draw traffic to your website, social media, or wherever you'd like 24 hours a day / 7 days a week.

TRAFFIC INFORMATION*

MONTHLY VISITS

500,000

MONTHLY UNIQUE VISITORS

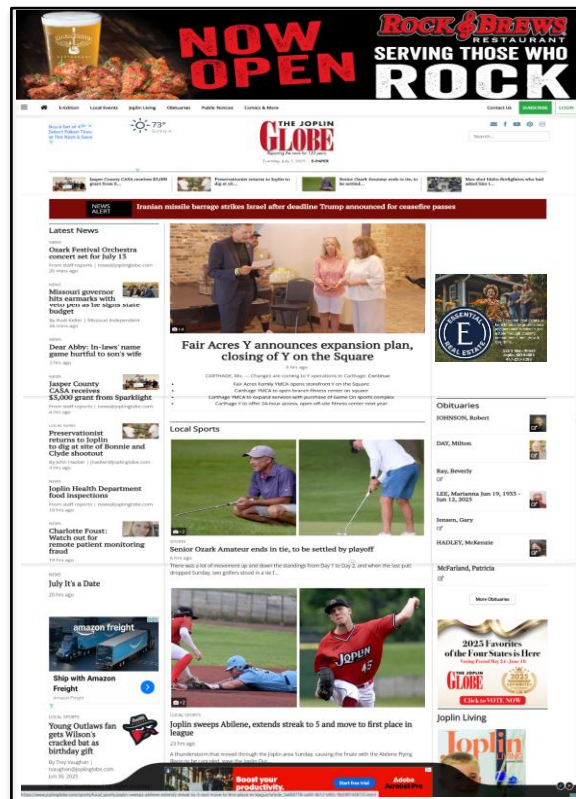
80,000

RATES

Starting at **\$20.00/m Impressions**

Discounts available for multiple slots and/or website commitments.

ADVERTISING SPACE IS LIMITED!



***WE HAVE PARTNERED WITH GOOGLE ANALYTICS TO MONITOR OUR WEBSITE, SO YOU CAN BE INFORMED WITH THE MOST ACCURATE INFORMATION CONCERNING OUR ONLINE READERS AND THEIR HABITS.**

Monthly reports are available upon request.

MANY OTHER ONLINE ADVERTISING OPPORTUNITIES ARE AVAILABLE:

Mobile Advertising ■ Recruitment ■ Home Page Takeover ■ Social Media ■ SEO ■ Geo-Fencing ■ & More!

Consult your advertising consultant for more information.

417.623.3480

GUIDELINES

The Joplin Globe may, at its sole discretion, classify or reject at any time any advertising copy submitted by an Advertiser.

The Joplin Globe may revise its advertising rate schedule at any time upon 30 days written notice to the Advertiser.

The Joplin Globe shall be liable for any error in any advertising caused by its own negligence only to the extent of republishing in its next regular issue the item in which the error occurred, and in space not exceeding that occupied by the item on its first publication. No adjustments will be made for errors in advertisements proofread but not corrected by the Advertiser.

The Joplin Globe will make every effort to accommodate position requests. However, we do not guarantee position, nor is advertising accepted for publication subject to position. Some section requests can be accommodated with a 25% position charge when available.

The Joplin Globe deals directly and individually with its local advertisers and does not accept local brokered advertising.

Advertisers shall pay for the advertising purchased under its contract according to the terms indicated on The Joplin Globe invoices, and in the event that it fails to make timely payments as provided for in the invoice, The Joplin Globe may reject advertising copy and/or immediately cancel Advertiser's contract. All rates shown in the rate card are net, non-commissionable.

ELECTRONIC AD REQUIREMENTS

The Joplin Globe gladly accepts ad layouts electronically in PDF format from any program. If you wish to email original documents (program files) you must include all fonts and graphic elements. We will also accept JPG files with a resolution of 300 dpi.

If there are any questions, please refer them to us before emailing. You may call your advertising consultant at 417.623.3480 for more information.

We are Macintosh based and we accept files created in the following programs: Quark, Photoshop, Adobe Acrobat and Microsoft Office.

DEADLINES

The Joplin Globe

Publication

Tuesday

Wednesday

Thursday

Friday

Saturday

Deadline

Friday by 11am

Monday by 11am

Tuesday by 11am

Wednesday by 11am

Wednesday by 11am

Classified Line Ads

Publication

Tues-Sat

Deadline

Day prior by 11am

AD MEASUREMENTS

Full Page Image Area is 10.79" x 21.15"
Double Truck = 22.33"

	1 col	2 col	3 col	4 col	5 col	6 col
Brdsht	1.694	3.514	5.333	7.153	8.972	10.792

Full Page Image Area is 10.61" x 10.79"

	Full Pg	½ Pg H	½ Pg V	¼ Pg	1/8 Pg
Tab	10.61 x 10.79	10.61 x 5.25	5.25 x 10.61	5.25 x 5.25	5.25 x 2.5

	Full Pg	½ Pg H	½ Pg V	1/3 Pg	¼ Pg	1/8 Pg
Mag	7.75 x 10.25	7.125 x 4.68	4.68 x 7.12	4.68 x 7.12	3.56 x 4.68	3.56 x 2.25

Measurements are in inches

CONTACTS

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..... Multi-Media Sales Consultant

desk: 417.627.7205

Classifieds/Recruitment/Public Notices/Obituaries

legals@joplinglobe.com

classifieds@joplinglobe.com

obits@joplinglobe.com

desk: 417.781.5500

desk: 417.781.5500

desk: 417.627.7221

(417) 623.3480