

CHERRY DIAMOND

MAGAZINE OF THE MISSOURI ATHLETIC CLUB



THE CHERRY DIAMOND...

The monthly magazine, named after the Club's famous logo, covers the elite membership of the Missouri Athletic Club members who include the top business professionals and civic leaders in St. Louis and metro East area. With total club coverage, the *Cherry Diamond* also is a family magazine.

REACH ST. LOUIS' FINEST MARKET...

The *Cherry Diamond* offers advertisers a unique marketing opportunity. Subscribed to by the members of the M.A.C., it is mailed to their homes and offices the first of every month. Because the members represent a particular affluent and influential audience, *Cherry Diamond* offers advertisers an economical way to consistently reach these desirable consumers.

MEMBER DEMOGRAPHICS

- 37% are corporate officers
- 48% work downtown
- 65% live in west county
- 84% are married
- 88% earn more than \$100,000
- 79% own two or more cars

BLACK & WHITE RATES

| Ad Size | 1x | 3x | 6x | 12x |
|---------|-------|-------|-------|-------|
| Full | \$715 | \$690 | \$660 | \$630 |
| 2/3 | \$560 | \$530 | \$500 | \$460 |
| 1/2 | \$460 | \$430 | \$400 | \$370 |
| 1/3 | \$375 | \$345 | \$330 | \$290 |
| 1/4 | \$320 | \$290 | \$270 | \$250 |
| 1/6 | \$275 | \$260 | \$245 | \$225 |

COLOR RATES

| | |
|----------------------|---------|
| Full - half page ads | + \$200 |
| 1/3 - 1/6 page ads | + \$100 |

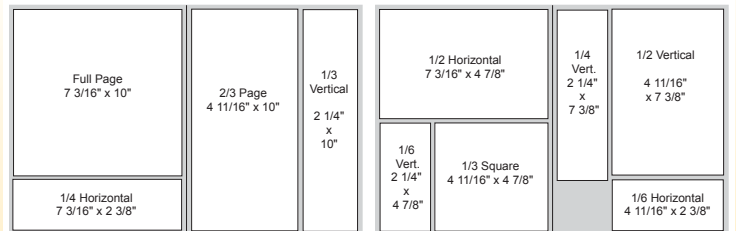
PUBLICATION SCHEDULE

Published monthly including the Annual Roster Issue in July.

DEADLINES

Closing dates for space reservations is the first day of the month preceding the issue date. Camera ready copy is due on the 10th of the month preceding the issue date. There are no cancellations after closing.

Call Jim Wilson at 314-539-4488
today for space reservations.
E-Mail: advertise@mac-stl.org



PRINTING PROCESS

The *Cherry Diamond* is printed using four-color process only (CMYK) on 80# coated text. The publication is saddle stitched with a trim size of 8 1/2" x 11".

AD SIZES

| | |
|---------------------|-------------------|
| Full Page Bleed | 9 x 11 1/2" |
| Full Page Non-Bleed | 7 3/16" x 10" |
| 2/3 Page | 4 11/16" x 10" |
| 1/2 Page Vertical | 4 11/16" x 7 3/8" |
| 1/2 Page Horizontal | 7 3/16" x 4 7/8" |
| 1/3 Page Square | 4 11/16" x 4 7/8" |
| 1/3 Page Vertical | 2 1/4" x 10" |
| 1/4 Page Vertical | 2 1/4" x 7 3/8" |
| 1/4 Page Horizontal | 7 3/16" x 2 3/8" |
| 1/6 Page Vertical | 2 1/4" x 4 7/8" |
| 1/6 Page Horizontal | 4 11/16" x 2 3/8" |

DIGITAL REQUIREMENTS

300 dpi or higher, jpeg, pdf, eps, or tiff formats. Files can be emailed to jwilson@mac-stl.org or mailed to Missouri Athletic Club, 405 Washington Ave., St. Louis, MO 63102 Attn: Jim Wilson.