

Uvalde Leader-News

"Since 1879 - A Leader in Southwest Texas"

P. O. Box 740 | 110 N. East St. | Uvalde, TX 78802-0740

Phone: 830-278-3335 • Fax: 830-278-9191

www.uvaldeleadernews.com

Rate Card effective July 1, 2017

Craig K. Garnett – Publisher

Steve Balke – Advertising Director

Norma Ybarra – Classified Manager

ROP/ Display Pre-Print Rates:

OPEN RATE: \$10.50 per column inch

NATIONAL RATE: \$11.77 per column inch

No agency discounts or special rates for classified.

CHARITABLE RATE: \$6.90

Bulk Annual Contracts available

Weekly frequency rates available – 1 month, 13 weeks, 26 weeks and 52 weeks. Must run at least 1 time each week to qualify for the weekly frequency rate; two runs per week is allowed.

ROP Make Up Requirements:

Ads must be as many inches deep as columns wide and must total at least two column inches.

Ads that are more than 19 inches in depth, but less than 21.25 inches will be charged as full column space.

Deadlines:

Tuesday, 10:00 a.m. **Thursday Issue**

Thursday, Noon..... **Sunday Issue**

Monday, Noon..... **Southwest Texas Shopper**

DEADLINES FOR CANCELING ADVERTISING ARE THE SAME.

Mechanical Requirements (Display):

Standard PASS — 6 column format

1 column.....1.7 inches

2 column.....3.6 inches

3 column.....5.45 inches

4 column.....7.32 inches

5 column.....9.20 inches

6 column.....11 inches

Double Truck.....23.8 inches

Page Depth.....21.1875 inches

Pre-Printed Insert Rates

\$75 per thousand. Full run consists of 4,000 on each Sunday and Thursday.

Contract rates available.

Color Rates

The minimum size ad accepted for color is 32 column inches. The charge for color is on one page. Multiple page color ads are charged per page.

Black & 1 color:

\$85

Black & 2 colors:

\$160

Full color:

\$225

SPECIAL SERVICES

Proofs

Proofs will be delivered to the advertiser, provided ad copy was submitted prior to the ad deadline. Only one proof per ad.

Co-op Statements

Advertisers seeking co-op reimbursements will, on request, be provided with a statement of charges and tearsheets in addition to their normal monthly bill.

Internet Advertising

Advertising is available on the Uvalde Leader-News web site. Please inquire for details.

Circulation:

Reported as sworn publishers statement on 10/06/2016: **4,394**

Other Products:

Southwest Texas Shopper

The Southwest Texas Shopper is a **total market coverage** vehicle distributed by mail and carrier each Wednesday. Total distribution is 5,500 copies in Uvalde, Real, and Zavala counties. The open rate for running in the Shopper is \$5.00. The pickup rate from The Leader-News is \$2.50 per column inch.

Total market coverage using the Leader-News and the Southwest Texas Shopper requires 9,000 inserts. The price is \$75 per thousand for pieces up to 1 ounce.

Classified Rates

Classified Display Ads

Standard PASS — 8 column format

1 column.....1.24 inches

2 column.....2.64 inches

3 column.....4 inches

4 column.....5.45 inches

5 column.....6.85 inches

6 column.....8.25 inches

7 column.....9.66 inches

8 column.....11 inches

Page Depth.....21.1875 inches

Display Ads

Individual rate: \$8.00 per column inch

Business rate: \$10.10 per column inch

Employment display advertisement: \$15.00 per column inch

Real Estate: \$7.75 per column inch

Blind box number: \$15.00

Lost, Found, Misc., Work Wanted ads: no charge for one issue up to 40 words

CARD OF THANKS/NOVENAS

up to 10 lines: \$20.00; \$1.00 for each additional line.

Legal Notices/Public Notice

\$1.85 per line

Service Directory

3 months (26 issues plus 13 Southwest Texas Shopper): \$325

Super Seller Auto Ad

Run until you sell it! One low price of \$29.95 guarantees your ad will run until the vehicle sells. Offer includes kit with for-sale signs to display in the vehicle. Private party customers only.

Classified Rates

Garage/Yard Sale	\$7.50	15 words	1 issue
Garage/Yard Sale	\$9.99	40 words	2 issues plus Southwest Texas Shopper
Misc (Commercial)	\$8.00	40 words	1 issue plus Southwest Texas Shopper
Help Wanted	\$19.00	40 words	1 issue plus 1 issue Southwest Texas Shopper
Help Wanted	\$49.00	40 words	2 issue plus 1 issue Southwest Texas Shopper
Help Wanted	\$94.98	40 words	4 issues plus 2 issues Southwest Texas Shopper
Help Wanted	\$134.97	40 words	6 issues plus 3 issues Southwest Texas Shopper
Help Wanted	\$169.97	40 words	8 issues plus 4 issues Southwest Texas Shopper
Real Estate, Commercial Property, Homes for Sale, Farms & Ranches, Land for Sale, Mobile Homes for Sale & River Property	\$9.99	40 words	1 issues
Real Estate, Commercial Property, Homes for Sale, Farms & Ranches, Land for Sale, Mobile Homes for Sale & River Property	\$19.99	40 words	2 issues plus 1 issue Southwest Texas Shopper
<u>INDIVIDUAL</u>			
Apartments for Rent, Auctions, Business Opportunities, Business Services, Education, Estate Sales, Farm Equipment, Firewood for Sale, for Lease, Hay for Sale, Homes for Rent, Hunting Leases, Hunting Leases Wanted, Livestock, Misc. Rents, Misc. Wants, Mobile Homes for Rent, Pets, Tutoring	\$7.99	40 Words	2 issues plus 1 issue Southwest Texas Shopper
<u>BUSINESS</u>			
Apartments for Rent, Auctions, Business Opportunities, Business Services, Education, Estate Sales, Farm Equipment, Firewood for Sale, for Lease, Hay for Sale, Homes for Rent, Hunting Leases, Hunting Leases Wanted, Livestock, Misc. Rents, Misc. Wants, Mobile Homes for Rent, Pets, Tutoring	\$9.99	40 Words	2 issues plus 1 issue Southwest Texas Shopper

Policy

General Policies

All advertising copy submitted is subject to rejection or cancellation at any time by the Uvalde Leader-News for any reason consistent with the newspaper's policy.

Uvalde Leader-News is not responsible for errors in copy beyond the actual value of space occupied by such errors, nor for the omission of advertising. In the event of errors, The Leader-News is glad to submit a letter of correction to be posted in the business concerned, but shall not be financially liable for any account where items are sold at the incorrect price.

The Leader-News sells premium position advertising for 25 % above cost of advertisement. Premium positioning refers to placement on a specific page, *not* positioning on that page. All other position requests will be taken into consideration and complied with whenever possible.

The Leader-News will not accept ads with a requirement that an accompanying release be used as a news story. However, releases and other information will be considered on their merits for possible publication as news stories.

Advertiser and advertising agency will indemnify and hold harmless Uvalde Leader-News, its officers, agents, employees and contractors, for all contents supplied to publisher, including text, representations and illustrations of advertisements printed, and for any claims arising from contents including, but not limited to, defamation, invasion of privacy, copyright infringement, plagiarism, and in the case of a pre-printed insert, deficient postage.

Credit Policies

All advertising is payable upon placement unless credit has been approved by the business office. Political, entertainment and charitable ads are to be paid in advance.

A charge of \$25 will be made for a check returned for insufficient funds.