

Classified Advertising Rates

2015

Classifieds e-mail: classifieds@wacotrib.com

Effective July 1, 2015

Waco Tribune-Herald

PERSONNEL

Publisher: Jim Wilson
Director of Sales and Marketing: Ron Prince
Advertising Sales Manager: Ana Lozano-Harper

OPEN/LOCAL RATE

No agreement required. Mastercard, Visa and Discover cards accepted. Ads must run on consecutive days.

Per Day	Mon - Sat Rate		Sunday/Holiday	
	Lines	Inches	Lines	Inches
1 day	\$6.26	\$87.64	\$6.58	\$92.12
7 days	4.83	67.62	5.13	71.82
14 days	4.19	58.66	4.46	62.44
28+ days	3.34	46.76	3.58	50.12

*Local Commissionable rates available to advertising agencies recognized by the Waco Tribune-Herald.

NATIONAL RATE

Per Day	Daily/Sunday/Holiday	
	Lines	Inches
1 day	\$11.44	\$160.10
2nd day	8.62	120.54
3rd + days	7.43	104.02

Insertion within a 7-day period to qualify for above discounts. An advertising agency recognized by the Waco Tribune-Herald will be allowed a 15% commission.

COLOR RATES

1 Full Color\$150

TEARSHEETS

The Waco Tribune-Herald utilizes electronic tearsheets. Please go to our website, wacotrib.com, click on advertise, and then e-tearsheet signup. For more information, please call 757-3000.

ANNUAL DOLLAR VOLUME CONTRACT RATES

Level	M-T-W		T-F-S		Sunday/Holiday		COLOR	COLOR	COLOR
	Lines	Inches	Lines	Inches	Lines	Inches	BLACK +1	BLACK +2	BLACK +3
\$ 2,000	\$3.36	\$47.04	\$3.60	\$50.40	\$3.85	\$53.90	\$221	\$353	\$485
3,000	3.29	46.06	3.55	49.70	3.80	53.20	221	353	485
4,000	3.18	44.52	3.46	48.44	3.73	52.22	221	353	485
5,000	3.15	44.10	3.43	48.02	3.69	51.66	221	353	485
6,000	3.10	43.40	3.35	46.90	3.59	50.26	216	350	480
7,000	3.03	42.42	3.28	45.92	3.53	49.42	216	350	480
9,000	2.95	41.30	3.18	44.52	3.42	47.88	216	350	480
11,000	2.89	40.46	3.13	43.82	3.38	47.32	216	350	480
13,000	2.82	39.48	3.06	42.84	3.30	46.20	216	350	480
15,000	2.77	38.78	3.02	42.28	3.26	45.64	216	350	480
20,000	2.74	38.36	2.99	41.86	3.23	45.22	216	350	480
30,000	2.70	37.80	2.95	41.30	3.18	44.52	204	330	458
50,000	2.64	36.96	2.86	40.04	3.06	42.84	204	330	458

Agate ads placed online.

LEGAL NOTICES

Per Day	Mon - Sat Rate		Sunday/Holiday	
	Lines	Inches	Lines	Inches
Classified/Retail	\$3.77	\$52.78	\$4.04	\$56.56

All scheduling and cancellations of legal advertisements must be in writing on company letterhead.

- Add \$10 Online

OBITUARIES

- Rate: 16.80 pci. Add \$20 Online
- 2nd insertion - 10.08 pci

IN MEMORIAM & CARD OF THANKS

- Rate: 12.53 pci. Add \$12 Online

ANNOUNCEMENTS

- Rate: 11 pci, Add \$15 Online
- Fullcolor: \$25

SERVICE DIRECTORY

Call 757-3000 for more information.