

# Advertising Rate Card

Effective January 1, 2013

## The Brenham Banner-Press

2430 STRINGER  
P.O. BOX 585  
BRENHAM, TEXAS 77833  
979-836-7956

[www.brenhambanner.com](http://www.brenhambanner.com)

Retail Contact

[retail@brenhambanner.com](mailto:retail@brenhambanner.com)

Fax: 979-836-0727

Classified Contact

[classified@brenhambanner.com](mailto:classified@brenhambanner.com)

Fax: 979-836-0727

Business Office Contact

[bkp@brenhambanner.com](mailto:bkp@brenhambanner.com)

Fax: 979-830-8577

Serving All Of Washington County  
Daily PM Sunday thru Friday  
(Excluding Saturday)

- Member of Associated Press
- Texas Press Association
- Texas Daily Newspaper Association
- Texas Newspaper Advertising Bureau
- Member of Cerified Audit Circulation
- Member of Advertising Checking Bureau

### PERSONNEL

Editor and Publisher

**Michael Mueck**

General Manager

**Danny Hukel**

Retail Advertising - **Helen Nowicki**

Classified Advertising - **Karen Pastorini**

### COMMISSIONS AND CASH DISCOUNTS

National Rate is the only commissionable rate available. Earned discount of 2% will be allowed if balance paid by the 20th.

### NATIONAL AND AGENCY RATE

ROP Display . . . . . \$9.75

Classified . . . . . \$7.25

Agency commission 15% with 2% cash discount if paid by 20th of following month.

### RETAIL DISPLAY ADVERTISING

#### LOCAL EARNED RATE\*

Open rate. . . . . \$8.70

50 to 75 inches. . . . . \$8.45

76 to 150 inches. . . . . \$8.15

151 to 225 inches. . . . . \$8.00

226 to 375 inches. . . . . \$7.65

376 and up . . . . . \$7.50

#### CLASSIFIED DISPLAY ADVERTISING

#### LOCAL EARNED RATE\*

Open rate. . . . . \$6.00

26 to 50 inches. . . . . \$5.85

51 to 100 inches. . . . . \$5.60

101 to 200 inches. . . . . \$5.30

201 to 300 inches. . . . . \$5.15

301 inches and up. . . . . \$5.05

### ROP ADVERTISING/PREPRINT RATES

*\*Local Earned Rates are non-commissionable (net) and are available only if account is paid in full by the 20th. Rate is determined by the number of column inches accumulated in a calendar month.*

### LEGAL NOTICES

41 cents per word in 9 pt. type.

### PRE-PRINT INSERT RATES

8 Page Tab or Less . . . . . \$60.00 \*per M

Minimum Charge-Call for Quote on other sizes

(6500 Needed for full Banner run)

(A \$10.00 Per M Extra Charge For Off-size Inserts That Require Hand Inserting or Folding)

\*An additional charge will be added for catalogues or inserts which require additional postage due to weight. All pre-prints must be either quarter folded or half folded and delivered to the Banner-Press, 2430 Stringer, Brenham, TX, 5 days prior to insertion date.

\*Contracts available upon request

### COLOR RATES (net)

Black and One Color . . . . . \$90.00

Black and Two Colors. . . . . \$180.00

Black and Three Colors. . . . . \$270.00

### SPECIAL CLASSIFICATION RATES

#### CARD ADS

Daily, minimum one month 25 consecutive run times (4 copy changes allowed) - \$7.50 per inch.  
Every other day, one month or 11 consecutive days (3 copy changes allowed) - \$8.00 per inch.

#### OBITUARIES

Paid obituary notices submitted by funeral homes are published at 32 cents per word.  
Photos published with obit \$8.00.

## BANNER EXTRA

TMC product delivered each Thursday  
by mail and carrier.  
Total Circulation is 14,777

### RETAIL AND CLASSIFIED DISPLAY

#### OPEN RATE: \$5.56

|                             |        |
|-----------------------------|--------|
| Open rate. . . . .          | \$5.56 |
| 50 to 75 inches. . . . .    | \$5.40 |
| 76 to 150 inches. . . . .   | \$5.25 |
| 151 to 225 inches . . . . . | \$5.10 |
| 226 and up. . . . .         | \$5.00 |

#### PICK UP RATE\*

*Pick up rate is available only on identical ads running in Banner and Banner Extra. Subtract \$1.00 from the above column inch rates.*

### BANNER-EXTRA

#### PRE-PRINT INSERT RATES

Tabloid or Full Size. . . . . \$50.00 \*per M  
(14,777 Needed for full run)

(A \$10.00 Per M Extra Charge For Off-size Inserts That Require Hand Inserting or Folding)

\*An additional charge may be added for catalogues or inserts which require additional postage due to weight.

\*Contracts available upon request

### SPECIAL DAYS/PAGE FEATURES

- Food (Tuesday)
- Church News (Friday)
- Lifestyles (Daily except Monday)
- Sports (Daily)

### CLOSING TIMES

#### RETAIL & CLASSIFIED DISPLAY

#### ADVERTISING DEADLINE:

- 10 am Monday for Wednesday
- 10 am Tuesday for Thursday
- 10 am Wednesday for Friday
- 10 am Thursday for Sunday
- 10 am Thursday for Monday
- 10 am Friday for Tuesday

Color ads must be processed and approved three days before publication.

### MAGAZINES

#### TV Viewers' Showcase

Published every Sunday.

### CIRCULATION

Established in 1866

Member of VAC

Daily Monday Through Saturday

Subscription. . . . . \$94.00 per year  
in Washington and surrounding counties.

## SPECIAL SECTIONS

The Banner-Press publishes various special sections every month throughout the year. Contact the advertising department for further information.

### MECHANICAL MEASUREMENTS

Image page size: 11.625" wide by 21" deep.  
(SAU page size)

#### Retail

6 columns to a page.  
Each column 1.833".

#### Classified

9 columns to a page.  
Each column 1 3/8" wide

### GENERAL RATE POLICY

\* The Brenham Banner-Press reserves the right to revise, reject or cancel any advertising not consistent with established policies.

\* The Banner-Press is not responsible for errors in copy beyond the actual value of space occupied by such error; nor for the omission of advertising. In the event of errors, the Banner-Press is glad to submit a letter of correction to be posted in the business establishment concerned, but shall not be financially liable for any amount where items are sold at the incorrect price.

\* Free notices do not accompany any class of paid advertising. Any story requested will be considered for publication the same as any other news material.

\* The style of type and setting of same, shall be optional with The Banner-Press. Insofar as possible, the advertiser's wishes will be granted.

\* Advertisements of 19 1/2 inches deep will be charged as 21 inches.

\* Advertisement must be as many inches deep as columns wide.

\* Where position is demanded as a condition of publication a premium of 25% additional will be charged. Demanded position will be restricted insofar as it conflicts with rules of make-up or previous space commitments. Otherwise position will be given when possible, but not guaranteed.

\* Double truck advertising is accepted in 13, 11 and 9 full columns only, the center space counting as one column. Double truck advertising is limited to press capacity on any given day and early copy takes precedence.

\* Delivery of proofs & advertiser approval removes all responsibility for errors.

\* All advertising created by the Banner-Press remains property of the Banner-Press and reproduction is prohibited without express written consent.