

The Kerrville 
DAILY TIMES

Effective
July 2018

**The complete directory of rates, deadlines and pertinent information
regarding advertising in The Kerrville Daily Times.**



429 Jefferson
Kerrville, Texas 78028
P.O. Box 291428
Kerrville, Texas 78029

Telephone (830)896-7000
FAX (830)896-1150
www.dailytimes.com
email: ads@dailytimes.com

The Hill Country's Only Daily Newspaper

ADVERTISING GUIDE INDEX

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1. PERSONNEL

Neice Bell - Editor and Publisher
John Doran - Advertising Director
Tammy Bromme - Business Manager

2. NATIONAL ADVERTISING REPRESENTATIVE

John Doran
Kerrville Daily Times
P.O. Box 291428
Kerrville, Texas 78029
(830) 896-7000 • Fax (830) 896-1150

3. ADVERTISING AGENCY COMMISSIONS

Our national rate is commissionable and available only to recognized agencies with approved credit.
Agency commission is 15% with no cash discounts.

4. GENERAL TERMS & CONDITIONS

A. All property rights, including copyright interest to any advertisement produced by The Daily Times, using artwork, creative ability and/or typography, furnished and arranged by The Daily Times, shall be the property of The Daily Times. No such ad or any part thereof may be reproduced without prior consent of the publisher of The Daily Times.

B. Contract rates and convenient monthly billing are available only to persons or firms with established credit with The Daily Times. To establish credit, the completion of a credit application is necessary. Prior to approval of your credit application, your advertising must be paid in advance. For those accounts with credit approval, all balances are payable upon receipt of billing. Signed contracts must be received before contract rates will be honored.

C. The publisher reserves the right to edit or reject any and all advertising copy at any time prior to publication. Publisher also reserves the right to insert "advertising" above an advertisement and to insert "political advertising" above an advertisement deemed to be of a political nature.

D. To cancel a signed agreement prior to the end of the agreed-on period, the advertiser agrees to pay for space used prior to cancellation at the applicable rate to the space volume achieved plus any cost incurred in collection.

E. Cancellation of scheduled advertising will be accepted 2 days prior to the originally intended publication day only. Production on advertising set and cancelled prior to publication will be charged to the advertiser based on labor and material used.

F. All advertising charges are due 20 days after billing date. A late charge of 1 1/2% per month will be added to balances not paid by the 30th of the month following billing.

G. Advertising depth is available in 1/2 inch increments from 1 inch to 19 inches. The next available depth above 19 inches is our full page depth of 21 1/4 inches.

H. A full double truck will be charged at 13 columns by 21 1/4 inches. The gutter is charged at the height of the ad. The minimum size for any double truck is 9 column by 10 1/2 inches in height.

I. Alcohol, tobacco advertising accepted upon publisher's approval.

J. The Daily Times reserves the right to edit, alter or omit any advertisement. Advertisements are conditionally accepted by the Daily Times, subject to approval by management. The Daily Times reserves the absolute right, at its sole discretion, to refuse any advertisement submitted for publication. Should an advertisement be rejected, any deposit will be promptly refunded.

K. The Daily Times assumes no financial responsibility for typographical errors or for omission of copy. Liability for errors or omissions shall not exceed the cost of that portion of space attributable thereto. Claims for adjustment must be made within seven days of publication. Credit allowable for first insertion only. In the event of an error or omission, we will, upon request, furnish a letter of explanation which can be utilized by the advertiser.

5. ADVERTISING RATES

A. National Display	\$16.80
National Classified Display	\$14.00
Rates are commissionable (15% agency)	

B. Retail Display

Open Rate	\$14.95	\$15.90
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Annual Contract Rates	Daily	Sunday
Inches per Year		

100 inches	\$12.20	\$12.95
250 inches	\$11.85	\$12.60
500 inches	\$11.55	\$12.30
750 inches	\$11.25	\$11.95
1,000 inches	\$10.90	\$11.60
2,500 inches	\$10.50	\$11.15
5,000 inches	\$10.05	\$10.70
7,000 inches	\$9.65	\$10.25
10,000 inches	\$9.20	\$9.80

Pickup Rate: a 25% discount is offered for any local retail ad repeated a second time within 6 days with no change in copy or composition.

Retail Business Builder

Everyday (26x).....	\$220 per column inch
Every other day (13x).....	\$170 per column inch
Copy can be changed weekly.	

C. Classified Display

Open Rate	\$11.90	\$12.35
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Annual Contract Rates	Daily	Sunday
Inches per Year		

100 inches.....	\$8.15	\$8.65
250 inches.....	\$7.80	\$8.30
500 inches.....	\$7.40	\$7.90
1,000 inches.....	\$7.10	\$7.55
1,500 inches.....	\$6.75	\$7.20
3,000 inches.....	\$6.40	\$6.80
4,000 inches.....	\$6.00	\$6.40
5,000 inches.....	\$5.65	\$6.00
7,000 inches.....	\$5.25	\$5.60

Pickup Rate: a 25% discount is offered for any local retail ad repeated a second time within 6 days with no change in copy or composition.

Classified Business Builder

Everyday (26x) 1 inch.....	per column inch \$180
Every other day (13x) 1 inch.....	per column inch \$150
Everyday 2 inch and above	per column inch \$170
Every other day 2 inch and above	per column inch \$125
Blind Box Replies.....	\$25

D. Church - Civic - Non Profit

Available to recognized church organizations, civic organizations and charitable organizations with tax exempt status \$10.85 per column inch

E. Contribution Rate

.....	\$7.85 per column inch
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F. Classified Line Ad Rates

\$8.85 per day - (3 line minimum)
\$1.25 additional per line per day
6 lines for 1 month ...\$81.20
\$6.70 additional per line

G. Preprint Insert Rates - Daily Times

1 page	\$45 per thousand
4 - 16 pg. (8 std.)	\$55 per thousand
20 - 24 pg. (12 std.)	\$58 per thousand
28 - 32 pg. (16 std.)	\$61 per thousand
Frequency discounts available	

Preprints should be scheduled and delivered by seven days prior to publication date. (Preprints may be zoned upon request). The Times also offers carrier delivery to non-subscribers through our Total Market Coverage product ***The Mountain Sun***. Preprint rate is \$45 per thousand. Advertising ROP Rate is \$2.50 per column inch.

H. Color Rates & Data

1 color & black	\$110.00
2 colors & black.....	\$165.00
Process Color	\$320.00

Color rates are non-commissionable. Process color rates include color separations.

I. Internet

Display ads are available online for 7 days following publication. To view, visit www.dailytimes.com and click on "Print Ads."

Online banner ads are also available. Contact your sales representative for more information.

J. Front Page and Section Page Advertising

Special Rates and criteria apply. See your advertising representative for information.

K. Television Magazine

Our TV product (Select TV) is published every Sunday and included in the Daily Times Weekend edition. Deadline is Friday, 10 days prior at 4 PM. Special rates apply. Please contact your advertising representative.

L. Political Advertising

Political advertising is payable in advance and will be set as display advertising. Each ad must contain (1) "Paid for by _____" at the bottom and (2) bear the notification "Paid Political Advertising". Local ads qualify local rates and national political ads run at the national rate.

M. Happy Ads

Happy Birthday, Anniversary, etc.....\$9.60 per col. inch

6. ADVERTISING DEADLINES

A. Retail & Classified Display

Edition	Deadline
Monday	Thursday, 2 pm
Tuesday	Friday, Noon
Wednesday	Monday, 2 pm
Thursday	Tuesday, 2 pm
Friday	Wednesday, 2 pm
Sunday	Thursday, 2 pm
TV Magazine	Friday, 10 days prior
Pre-prints	7 days before publication
Double Trucks	24 Hrs earlier than above
Color Ads	24 Hrs earlier than above

B. Classified Line Ad Deadline

11 am the day prior to publication. Monday edition deadlines at 2:00 pm on the previous Friday. Weekend edition deadlines at 11 am the preceding Friday.

7. MECHANICAL SPECIFICATIONS

Printed page same size as layout (9.888 inches wide by 21.25 inches deep). Tabloid is 9.888 inches wide by 9.888 inches deep. Double truck is 20.888 inches wide by 21.25 inches deep.

A. Retail - A column is 9.2 picas wide.

1 col.	2 col.	3 col.	4 col.	5 col.	6 col.
(1.539")	(3.209")	(4.879")	(6.548")	(8.218")	(9.888")

B. Classified - A column is 6 picas wide.

1 col.	2 col.	3 col.	4 col.	5 col.
(1.000")	(2.097")	(3.194")	(4.291")	(5.388")
6 col.	7 col.	8 col.	9 col.	
(6.486")	(7.583")	(8.680")	(9.777")	

8. SPECIAL SERVICES

A. Proofs will be furnished to the advertiser prior to publication providing the ad is at least 10 column inches in size. Composition charges from original copy and corrections deemed excessive other than typographical errors will be charged at \$25.00 per hour.

B. Tearsheets will be furnished to the advertiser upon request. If unavailable, an affidavit as proof of publication will be furnished.

C. The Kerrville Daily Times is also a commercial printer of web offset advertising supplements. Contact your account representative for more information and rates.

D. We will attempt to accommodate an advertiser's position request when possible, however position cannot be guaranteed. Position is not a condition of placement.

E. The advertiser and/or advertising agency or agent assumes all liability for advertisements published (including illustrations, texts, claims, etc.) and agrees to assume any and all responsibility for claims occurring therefrom against the Daily Times. Retail rates apply only to advertising space relating to the regular retail business owned by the advertiser specified. The space contracted for will not be sublet to others nor used for other purposes than herein named. Retail advertising rates are non-commissionable.

F. The Kerrville Daily Times offers some weekly advertising promotions. They are "Women in Business" and "Business in Review." They are \$47 per week and are 13 week contracts.

Our monthly Real Estate section, "Your Home in the Hill Country," publishes each month and is available on the internet at dailytimes.com.

9. CIRCULATION

A. The Kerrville Daily Times is audited by the Certified Audit of Circulations (CAC).

10. SPECIAL DAYS AND FEATURES

A. Special Days

1. Best Food Day - Wednesday
2. Business - Sunday
3. Entertainment Spotlight - Thursday
4. Religion - Friday
5. Select TV Guide - Sunday

B. Features

1. Women in Business page - Monday
2. Business in Review feature - Thursday