

SEGUIN GAZETTE

BRINGING LIFE TO YOUR DOORSTEP SINCE 1888

Rate Card

Effective 1/1/2016

Contact Us

Advertising..... 830-379-5402 x 207 Weddings/Engagements/Anniversaries..... 830-379-5441 x 231 Obituaries..... 830-379-5441 x 221

Personnel: Publisher - Jeff Fowler | Advertising Director - Annmarie Holliday | Retail Sales Manager - Gay Lynn Olsovsky
 Managing Editor - Derek Kuhn | Business Manager - Maggie Clarkson

RETAIL ADVERTISING RATES

	Daily	Sunday/Holiday
Open Rate Daily	\$10.95 per inch	\$11.95 per inch

DOLLAR VOLUME

Number of dollars spent determines contract rates during a 12-month period. Contracts apply to space charges for local retail display. Preprints, special magazines and products do not receive contract level discounts but do count towards contract fulfillment. *Signed contract necessary to receive dollar volume rates.*

\$5,000	\$10.40	\$11.35
\$8,000	\$9.86	\$10.75
\$18,000	\$9.31	\$10.16
\$30,000	\$8.25	\$9.00

RETAIL PICK UP DISCOUNTS

Expand your advertising dollar when you repeat your ad in multiple publications within 5 days of the original full rated ad.

2nd - 5th Ad Run	\$7.12	\$7.77
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NON PROFIT (CHURCH & CHARITY)

All rates are per individual insertion and are priced per column inch.

Retail Display	\$8.21	\$8.96
Classified Display	\$5.36	\$6.11

NATIONAL RATES

Rates charged to advertisers outside a 35 mile radius of Seguin, and/or ad agency including in-house agencies, manufacturers, distributors and businesses that do not provide retail walk-up goods & services. *Rates net to paper. No other discounts apply.*

Retail Display	\$13.69	\$14.94
Classified Display	\$8.94	\$10.19

FRONT PAGE BANNERS (6 x 1.5)

High readership through page exclusivity can create high impact advertising. Prices are per insertion and are reserved on a first come first served basis. *Includes Full Color.*

	\$75.00	\$100.00
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CONSISTENCY PACKAGES

Ad must run four times in a 14 day period in the Seguin Gazette, and 2 consecutive weeks in the PennySaver (6 total insertions)

	Retail	Classified
	\$7.67	\$5.72

CONSISTENCY PACKAGES - PENNYSAVER

	\$4.20	\$3.20
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3 DAY PACKAGES

Ad must run 3 days per week for 4 consecutive weeks in the Seguin Gazette and 4 consecutive weeks in the PennySaver (16 total insertions)

	\$7.12	\$5.36
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3 DAY PACKAGES - PENNYSAVER

	\$3.90	\$3.00
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SUPER TUESDAY/THURSDAY

Ad must run on Tuesday and pick up in the following Thursday edition of the Seguin Gazette.

	\$6.02	\$3.93
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	Inch Rate	Laminate	Color
OBITS	\$10.00	\$5.00	N/A
CELEBRATIONS	\$5.00	\$5.00	\$25.00

All ads running in the Seguin Gazette will be placed on our web site at a cost of 5% of the total price of the ad with a \$1 minimum charge.

COLOR RATES	Less than 1/4 page	1/4 page to 1/2 page	1/2 page to 3/4 page	3/4 page to full page
SPOT COLOR	\$50.00	\$60.00	\$75.00	\$100.00
FULL COLOR	\$75.00	\$150.00	\$200.00	\$250.00

PENNYSAVER

Delivered to non-subscribing homes in Guadalupe County every Wednesday. Featuring local news and classifieds. A perfect accompaniment for regular ROP as well as classified advertising.

PICK UP FROM GAZETTE

	<u>Retail</u>	<u>Classified</u>
PENNYSAVER	\$6.00	\$4.00
PICK UP FROM GAZETTE	\$4.50	\$3.00

CLASSIFIED/LEGAL RATES

CLASSIFIED PICK UP DISCOUNTS

EMPLOYMENT RATES

EMPLOYMENT PICK UP DISCOUNTS

	<u>Daily</u>	<u>Sunday/Holiday</u>
Open Rate Daily	\$7.15	\$8.15
2nd - 5th Ad Run	\$4.65	\$5.30
Open Rate Daily	\$7.51	\$8.56
2nd - 5th Ad Run	\$4.88	\$5.56

FRONT PAGE IMPACT NOTE

	10,000	20,000	30,000
3X3	\$19.57*	\$14.51*	\$13.83*
3X4	\$23.62*	\$18.65*	\$17.88*

DieCuts & Shapes:
Additional \$2.70 Per Thousand.

*CPM. Price does not include shipping cost.

Distribution Cost

\$75.00 CPM

Advertising & Credit Policy

- A. The Seguin Gazette will provide all advertisers with an agreement for publication. This allows the advertiser to approve ad copy, layout and design and proof read copy before publication. Once approved the Seguin Gazette is not responsible for errors.
- B. Any political advertisements or notifications placed for Going Out of Business Sale, Closing or Bankruptcy Sales must be pre-paid.
- C. Classified advertising must be pre-paid, unless a credit account has been established with the business office. The same credit and payment terms apply.
- D. The Seguin Gazette and its publications have the right to revise or reject any advertising.
- E. All advertisements must be approved prior to publication. Once an ad has been published for the first time, any errors in the ad must be brought to the attention of the Seguin Gazette. Credit will be given for only the first day of publication if it is an error on the part of the Seguin Gazette.

F. The Seguin Gazette does not guarantee on which page an ad will be published. All advertising position requests will be taken into consideration and complied with when possible.

G. The Seguin Gazette reserves all rights and titles to all layouts of advertisements created by the Seguin Gazette.

H. Advertisers, agencies and agents will assume all liabilities for advertisements published and agree to assume all responsibility for claims occurring against the Seguin Gazette.

I. All advertising is payable on or before the 10th of the month following publication of any advertisement, unless credit has been established with the business office prior to any advertisements being published. Billing is done at the close of each calendar month. We will be unable to accept advertising on any account that has an outstanding balance of 60 days or more.

Circulation:

Guadalupe County and surrounding areas including: San Marcos, Luling, LaVernia, Stockdale, Nixon, Martindale, Fentress, Prairie Lea, Pandora and McQueeney. **Daily: 4,000 Sunday: 6,500 PennySaver: 6,375**

Pre-Print Inserts

- Inserts up to 16 pages \$60.00 per 1,000
- Inserts 16-20 pages \$65.00 per 1,000
- Inserts 20 pages + \$72.00 per 1,000
- Inserts for PennySaver \$45.00 per 1,000
(Minimum Quantity 3,000)

DISCOUNTS AVAILABLE FOR PENNYSAVER AND GAZETTE PURCHASES.

Annual contract rates available. Inserts requiring special handling such as folding or odd sizes will be charged an additional \$25.00 per 1,000. (Maximum size 11"x11.5") Inserts must be received a minimum of five business days prior to insertion. Freight to be pre-paid by advertiser and packaging is required.

Shipping Address: 1342 Industrial Drive, New Braunfels, TX 78130 830-379-5441 x 214
Monday – Friday 8 a.m. to 5 p.m. No shipments accepted on Saturday or Sunday.