

THE SEGUIN ★ GAZETTE

CELEBRATING 130 YEARS SERVING OUR COMMUNITY



1012 SCHRIEVER ROAD › SEGUIN, TX 78155

830-379-5404

WWW.SEGUINGAZETTE.COM



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Retail Display Advertising Rates

Advertising choices made easy - just select the right one for your needs! Choose from the most popular and effective sizes below and you're done. **Discounts** on multiple runs.



Daily Newspaper

Full Page	\$1640
1/2 Page	\$820
1/4 Page	\$410
1/8 page	\$205

*Additional charge for color.

Regular Rates

OPEN
\$13 PCI

PICK-UP
\$10 PCI

Sunday/
Wednesday
Special
\$8 PCI

*Must run consecutive days.

*8% charge to place ads Online. Pick-ups must be within 14 days of original ad run at full price.

Non-Profit Rates

OPEN
\$10 PCI

PICK-UP
\$7 PCI

CLASSIFIED DISPLAY ADVERTISING

\$9 per column inch, \$5 per inch pick-up

CLASSIFIED LINE ADVERTISING

Call (830) 379-5402 or submit order at seguingazette.com

FULL COLOR

\$4 per column inch
*minimum \$25 charge

\$4

PER COLUMN INCH

BANNER ADS

FRONT PAGE TOP TEASER

\$200

FRONT PAGE BOTTOM

\$125

SECTION FRONT

\$100

Inserts

Full Run Only, No Zoning, CPM

Up to 16 pages	\$60
16-20 pages	\$65
20+ Pages	\$72

Minimum size 5" x 7" - Maximum size 11" x 11"

Insert shipping Information:

To: Herald-Zeitung
1342 Industrial Drive
New Braunfels, TX 78130
Monday - Friday, 9 a.m. - 6 p.m.
Phone: (830) 625-5232

PRINT MECHANICAL DIMENSIONS

RETAIL COLUMN WIDTHS

1 Column.....	1.55"
2 Columns.....	3.22"
3 Columns.....	4.88"
4 Columns	6.55"
5 Columns	8.22"
6 Columns	9.88"

CLASSIFIEDS COLUMN WIDTHS

1 Column.....	1"
2 Columns.....	2.11"
3 Columns.....	3.22"
4 Columns	4.33"
5 Columns	5.44"
6 Columns	6.55"
7 Columns.....	7.66"
8 Columns	8.77"
9 Columns	9.88"

ADVERTISING SPACE AND COPY DEADLINES

Publication Day	Deadline (Noon)
Wednesday	Friday
Sunday.....	Wednesday

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.

Where We Reach...

The Seguin Gazette print and e-editions provide advertisers the ability to reach the market efficiently and effectively.

Seguin Gazette (Print)

Circulation

Readership

Sunday

4,500

11,250

Daily

4,000

10,000

Seguin Gazette (Online)

Vistors

Page Views

Daily

3,400

9,500

Monthly

102,000

285,000

Zip Code	City
78155	Seguin
78123	McQueeney
78130	New Braunfels
78108	Cibolo
78124	Marion
78154	Schertz
78160	Stockdale
78638	Kingsbury

