



THE PARIS NEWS

theparisnews.com

2019 RATE CARD



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The Paris News
903-785-8744

Circulation
903-785-6901

Retail Advertising
903-785-6927

Classified Advertising
903-785-8744

Announcements
903-785-6930

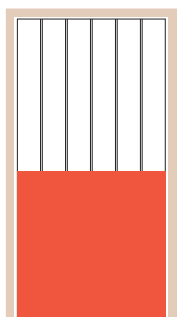
Retail display advertising rates

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.
 No complicated discount formulas - just **easy-to-use pricing**.

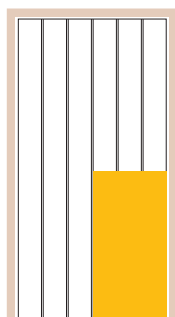
modular size rates



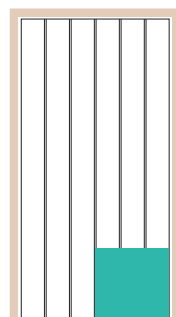
full page
 10.625" wide x 21" tall
\$1,450
 color not included



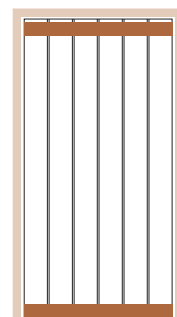
half page
 10.625" wide x 10.5" tall
\$850
 color not included



quarter page
 5.25" wide x 10.5" tall
\$525
 color not included



eighth page
 5.25" wide x 5" tall
\$250
 color not included



front page banner
 10.625" wide x 1" tall
\$325
 color included

go modular.
 easy.
 effective.
 affordable.



publish days
 Monday - Friday,
 & Sunday

DISPLAY ADVERTISING RATES

per column inch rates

open	\$16.25 per column inch / net
level one (\$2,500 to \$12,000 per year)	\$14.25 per column inch / net
level two (\$12,001 to \$24,000 per year)	\$12.25 per column inch / net
promotional rate	\$13.00 per column inch / net

rates are per publication date, all other sizes priced per column inch. Let color make your message jump off the page! process color: \$175 per advertisement. (10 inch minimum for color).

**Pick Up Rate -
 Discounts for pickups
 during a 6 day period:
 \$10.90 PCI**



Non-Profit (Church & Charity)

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

Retail	\$11.95 per column inch
Class Display	\$8.40 per column inch

Political

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

\$16.25 per column inch

Select Market Coverage (SMC) Xtra

A weekly news and entertainment publication distributed each Wednesday to 17,000 non-subscriber households.

Pick Up from The Paris News	\$4.50 PCI
The Xtra	\$6.50 PCI

Classified Advertising Display Rates

Run any combination of ad sizes and frequency during a 12-month period.

All rates are per individual publication and based on a per column inch.

Bulk in Inches	Daily PCI
Open	\$12.50
50"	\$10.80
100"	\$9.55
300"	\$9.15
600"	\$8.80

For Classified Line Ads

Contact Classifieds:
903.785.8744
 or classifieds@theparisnews.com

Class Display Pick up **\$7.95** per column inch / net
 Discounts for pickups during a six day period.

Classified Advertising Line Ad Rates

Run any combination of ad sizes and frequency during a 12-month period.

All rates are per individual publication and based on a per column inch.

Line Rates/All rates include online and TMC

4 Line Minimum	
1 Day	\$25.15

Consecutive Days

2 Days	\$28.20
3 Days	\$30.75
4 Days	\$31.60
5 Days	\$33.15
6 Days	\$33.60

Legal Notices	\$18.00 per column inch
Affidavit Charge	\$5.50
Blind Box	\$21.75
Garage Sale Ads 4 lines, 3 days	\$15.00 & \$17.00 Pkg.
Business & Service Directory 4 Lines, 1 Month	\$44.00

Advertising and Credit Policy

The Paris News will provide advertisers with a proof of their advertisement for publication. This allows the advertiser to approve ad copy, layout and design and proofread copy before publication. Once approved, the advertiser assumes the responsibility for errors.

Any advertisements or notifications placed for a going-out-of-business sale, closing, out-of-town business or bankruptcy sales must be pre-paid.

Classified advertising must be pre-paid, unless credit has been established with The Paris News business office. Company credit and payment terms apply. The Paris News and its affiliate publications have the right to refuse any advertisement or preprint.

The Paris News does not guarantee page position. All advertising position requests will be taken into consideration when possible.

The Paris News retains all rights and titles to all layouts of advertisements created by The Paris News.

Advertisers, agencies and agents will assume all liabilities for advertisements published, and agree to assume all responsibility for claims occurring against the The Paris News.

We reserve the right to place all classified line and display ads according to appropriate classifications deemed by The Paris News.

Advertising Space & Copy Deadlines

Retail/National and Classified Display:

Sunday Main	Thursday, 5:00 PM
Sunday Business/Lifestyle	Wednesday, 5:00 PM
Monday	Thursday, 5:00 PM
Tuesday	Friday, 5:00 PM
Wednesday	Monday, 5:00 PM
Thursday	Tuesday, 5:00 PM
Friday	Wednesday, 5:00 PM
Xtra	Thursday, Noon
Friday TV Week	Tuesday, 5:00 PM

Classified Word Ad Deadlines:

Sunday	Thursday, 11 AM
Monday	Friday, 11 AM
Tuesday	Monday, 11 AM
Wednesday	Tuesday, 11 AM
Thursday	Wednesday, 11 AM
Friday	Thursday, 11 AM

National Advertising

Rates charged to advertisers that are outside a radius of 35 miles from Paris, Texas, and/or ad agency (including in-house agencies), manufacturers, distributors, and businesses that do not provide retail walk-up goods & services.

All national rates are charged by column inch per insertion and are commissionable. No other discounts apply.

Daily **\$26.00 PCI**

Circulation

PREPRINT ADVERTISING

THE PARIS NEWS	1x	13x	26x	48x
Single Sheet - 8 1/2" x 11"	54.00	48.00	52.00	51.00
Up to 8 Tab / 4 Standard	57.00	56.00	55.00	54.00
10-14 Tab / 6 Standard	61.00	60.00	59.00	58.00
16-18 Tab / 8 Standard	65.00	64.00	63.00	62.00
20-22 Tab / 10 Standard	69.00	68.00	67.00	66.00
24-28 Tab / 12-14 Standard	70.00	73.00	72.00	71.00
32-36 Tab / 16-18 Standard	77.00	77.00	76.00	75.00
40+ Tab / 20 + Standard	81.00	80.00	79.00	78.00

DEADLINES & DELIVERY

All inserts should arrive on skids at least seven days prior to insertion date. Inserts for Sunday distribution should arrive Monday prior. Inserts for The Extra should arrive Wednesday prior. Delivery of inserts will be accepted at The Paris News, 5050 S.E. Loop 286, Paris, Texas 75460 between the hours of 8 a.m. and 5:00 p.m. Monday thru Friday.

Shipping Information

The Paris News
5050 S.E. Loop 286
Paris, Texas 75460

Inserts accepted Monday - Friday, 8 a.m. - 5 p.m.
Receiving department is not open Saturday and Sunday
Phone: 903-785-6959

The Paris News distribution is 7,500 daily and 8,000 on Sunday.
Circulation covers a 5 county area serving more that 30,000 readers.

For subscription prices contact the Circulation department at 903-785-6904.

Web

Be seen on the most visited Web site in Lamar County.
Advertise online. **theparisnews.com**

Monthly - 313,000 + site views
Daily - 115,000 hits

Visitors view each page an average of every 3 minutes.

Mechanical Dimensions

Column sizes in inches

Retail Column Widths

1 column	1.6042
2 columns	3.3333
3 columns	5.0625
4 columns	6.7917
5 columns	8.5208
6 columns	10.25

Classified Column Widths

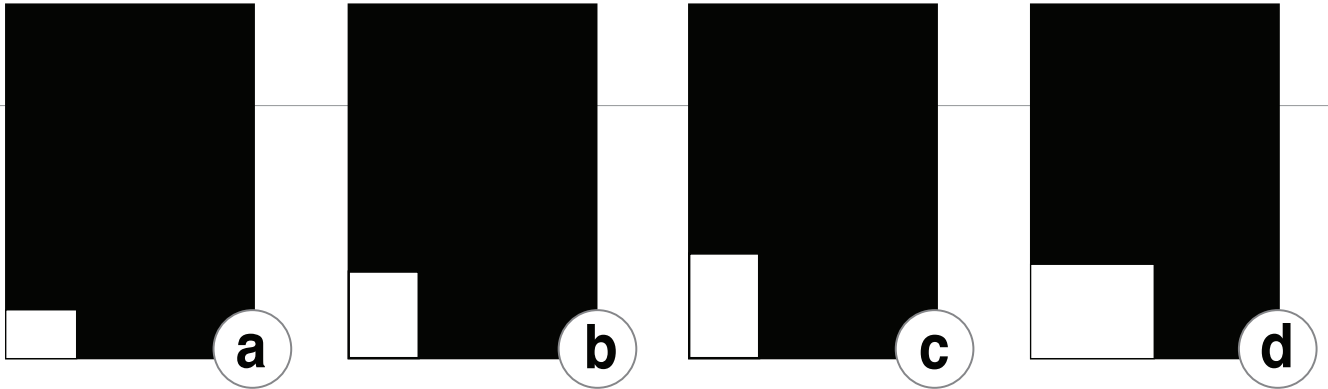
1 column	1.0278
2 columns	2.1806
3 columns	3.3333
4 columns	4.4861
5 columns	5.6389
6 columns	6.7917
7 columns	7.9444
8 columns	9.0972
9 columns	10.25

Publish Days
Monday - Friday,
& Sunday

 **THE
PARIS NEWS**

Early Bird BUSINESS BUILDER

monday / tuesday only



- a.** actual size: 3.5 x 2 inches – mon only \$32 per week – mon+tues \$56 per week
- b.** actual size: 3.5 x 4 inches – mon only \$64 per week – mon+tues \$112 per week
- c.** actual size: 3.5 x 5 inches – mon only \$80 per week – mon+tues \$140 per week
- d.** actual size: 5.25 x 5 inches – mon only \$96 per week – mon+tues \$168 per week

monday only = 7,500 readers

monday + tuesday = 15,000 readers

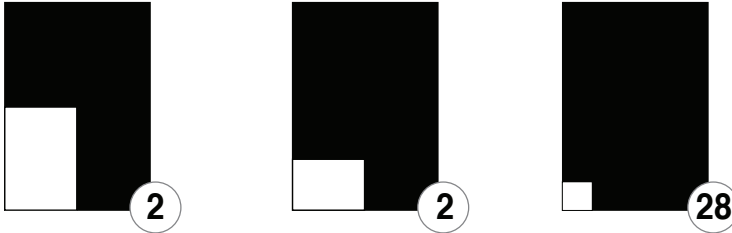
get more! add The Paris News Xtra (17,000 readers) for 50% off one day rate

Call today! 903-785-8744



Monthly modular programs

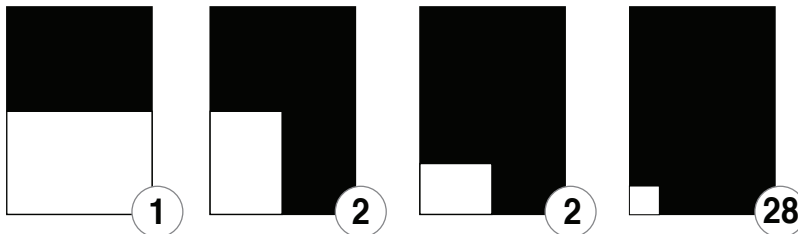
1 business builder STANDARD \$1200 per mo.



Includes
 2 quarter pages
 2 eight pages
 28 buttons
 retail value: over \$1,600

save over \$1,000

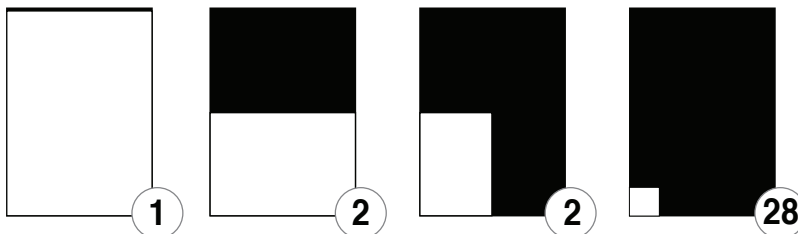
2 business builder PLUS \$1600 per mo.



Includes
 1 half page
 2 quarter pages
 2 eight pages
 28 buttons
 retail value: over \$2,400

save over \$1,400

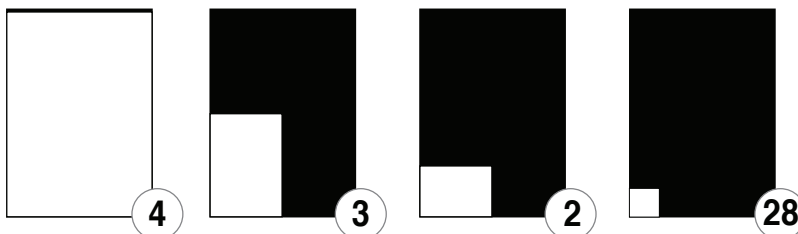
3 business builder ADVANTAGE \$2100 per mo.



Includes
 1 full page
 2 half pages
 2 quarter pages
 28 buttons
 retail value: over \$4,100

save over \$2,000

4 business builder ELITE \$2400 per mo.



Includes
 4 full page
 3 quarter pages
 2 eight pages
 28 buttons
 retail value: over \$8,100

save over \$4,000

Business name / signature

date

Start date

Account representative

date

finish date



5050 S.E. Loop 286 • Paris, Texas 75460 • 903-785-8744 • www.theparisnews.com

Small business flex advertising plan

flexible • affordable • effective

3 ads* 3 days

\$99/week

minimum 4 weeks

- | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Mix days |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

bonus

web ad
\$125 for 1 month
25% off

*Total 8 inches per ad. Ad can change weekly. Minimum 4 weeks. Weeks must be consecutive. Regular price of 8 inch ad is \$125

Advertiser

Account #

Advertiser signature

Date

Account executive signature

Rep #



Exclusively for Paris Life Magazine and Valley Wellness Advertisers!



Repeat your magazine ad in The Paris News at a special discounted rate through 2017.

Paris Life ad size:	TPN Newspaper size:	TPN Newspaper discount cost:	SAVE	4x/month discount average cost per ad
1/8 page	2x2.5 (3.468" x 2.5")	\$40	\$40	\$35
1/4 page	2x4.5 (3.468" x 4.5")	\$72	\$72	\$63
1/3 page (V)	2x6.25 (3.468" x 6.25")	\$50	\$50	\$43.75
1/3 page (H)	4x3 (7.042" x 3")	\$96	\$96	\$84
1/2 page (V)	2x9.25 (3.468" x 9.25")	\$144	\$144	\$126
1/2 page (H)	4x4.5 (7.042" x 4.5")	\$144	\$144	\$126
Full Page	4x9.25 (7.042" x 9.25")	\$296	\$296	\$259

*Include full color for \$85.00 (*Half Price*)

*Add a web banner or rail ad on theparisnews.com for as low as \$80/month!

Our website (theparisnews.com) is one of the most visited websites in Lamar County with 600,000 page views per month!

Remind your customers, and over 8,000 daily readers, the best business is yours!

Contact your advertising representative to reserve your spot today!

903-785-8744



REAL ESTATE MAGAZINE

Red River Valley Real Estate is the premier magazine for Real Estate information in the Red River Valley and surrounding areas. The Red River Valley Magazine will treat our market in a unique and local fashion that is so important to our clients and our readers. In the magazine you will find everything you need to search for area homes for sale, open houses, and the areas top Real Estate agents. There is also a complete Digital edition of our Printed magazine...allowing you to flip through its pages from anywhere at any time. And if you are in the Red Red River Valley area, you can pick up a free copy of our beautiful Real Estate magazine at over 20 area locations.

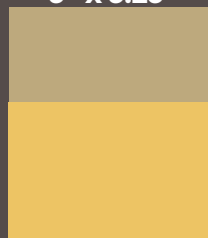
ADVERTISING SIZES & RATES

Single
5" x 2.5"



\$120

Double
5" x 5.25"



\$195

Full
5.5" x 8.75"



\$350

Contact your representative today!
(903)785-8744

Don't miss your
chance to be a
part of the...



Red River Valley
Real Estate
Magazine



Featured Stories



Top Story

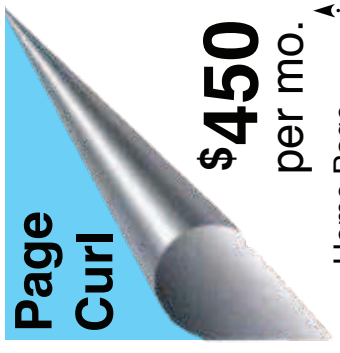
Chilly weekend expected

News! A blustery cold front pushing its way rapidly toward Texas will reach the Paris area Friday night, bringing temperatures into the 40s and bringing the first real fall chill to the area, according to the National Weather Service.

posted: October 03 | Comments | Weather

Animation on any size ad available for 50% upcharge.

Home Page



Page Curl

\$450 per mo.

Home Page - Only One Available

Microbar

\$25 per mo.

(88x31)



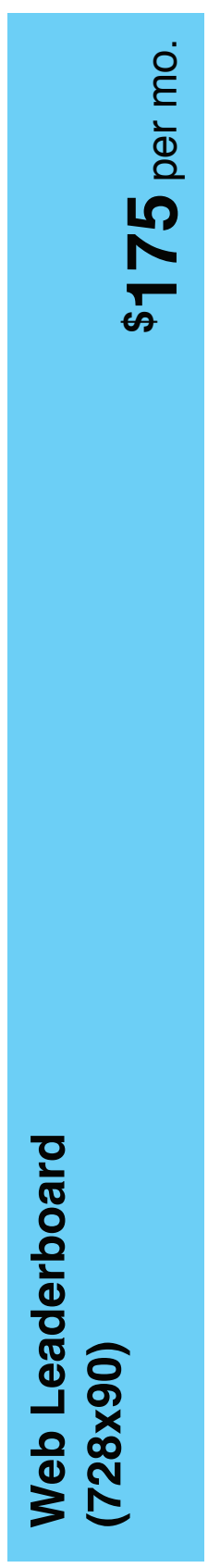
Medium Rectangle
(300x250)

\$125 per mo.



Expandable Pencil (960x30)

\$300 per mo.



Web Leaderboard
(728x90)

\$175 per mo.

Circulation by Zip Code

ZIP CODE	CITY	DAILY CIRCULATION MON.-FRI.	SUNDAY CIRCULATION	X-Tra Shopper
75411	Arthur City	72	72	532
75416	Blossom	214	216	1,384
75421	Brookston	53	53	439
75425	Chicota	14	14	77
75434	Cunningham	45	45	42
75435	Deport	81	81	499
75468	Pattonville	103	104	451
75470	Petty	13	13	53
75473	Powderly	317	321	1,652
75477	Roxton	50	50	413
75486	Sumner	201	201	1,046
75412	Bagwell	22	22	284
75417	Bogata	107	107	926
75426	*Clarksville	155	156	430
75436	*Detroit	126	126	380
75432	*Cooper	133	133	432
74743	*Hugo	80	80	329
75446	*Honey Grove	79	79	362
75460	City of Paris	1,616	1,986	461
75462	City of Paris	1,075	1,077	6,881
	Single Copy	2,677	2,783	
	Other/Sampling	267	281	
	Total	7,500	8,000	17,000

* These zips are outside of Lamar County and fall within the SAT (Second Trade Area). Minimum quantity of 5,407 daily and 6,291 on Sunday. This includes fringe areas of Paris and single copy sales. All other zoning must be through the TMC product X-Tra for quality assurance.

Updated December 13, 2017



ADVERTISE IN THE PARIS NEWS

X-TRA

The Paris News X-TRA is a product of The Paris News and is delivered every Wednesday to over 22,587 homes in N.E. Texas and S.E. Oklahoma!

Advertise in the X-TRA and you will get your ad in color (a \$160 value) for **FREE!**

Call 903-785-8744 to get started TODAY!

THE PARIS NEWS X-TRA Free!
MAY 23, 2018

MEMORIAL DAY BLOWOUT
QUEEN PILLOWTOP MATT \$499 / KING PILLOWTOP MATT \$599!!!

UP TO 25% OFF
ON EVERY LOW PRICE ON GUN COOL MATTRESS SETS TO CHOOSE FROM

TWILIGHT 12" COOL MATTRESS	ROYAL JEWEL COOL COIL MATTRESS
Twin Set \$299 \$209	Twin Set \$699 \$599
Full Set \$399 \$299	Full Set \$799 \$699
Queen Set \$499 \$399	Queen Set \$899 \$799
King Set \$599 \$499	King Set \$1,099 \$999

CHINE HYBRID 12" COOL MATTRESS

Twin Set \$299 \$299	MOUNT DAMA COOL COIL MATTRESS
Full Set \$399 \$349	Twin Set \$499 \$749
Queen Set \$499 \$389	Full Set \$699 \$799
King Set \$599 \$549	Queen Set \$899 \$849
	King Set \$1,199 \$1,199

HARLOW COOL COIL PILLOWTOP MATTRESS

Twin Set \$499 \$399	ROYAL JEWEL EMPRESS LATEX MATTRESS
Full Set \$599 \$499	Twin Set \$799 \$699
Queen Set \$699 \$499	Full Set \$999 \$849
King Set \$799 \$699	King Set \$1,199 \$1,199

SIESTA COOL COIL PILLOWTOP MATTRESS

Twin Set \$499 \$349	ROYAL JEWEL EMPRESS LATEX MATTRESS
Full Set \$599 \$499	Twin Set \$799 \$699
Queen Set \$699 \$499	Full Set \$999 \$849
King Set \$799 \$749	King Set \$1,199 \$1,199

OPEN MEMORIAL DAY 10-4PM / SALE ENDS JUNE 1st 2018

SALE ON EVERY ALL-FOAM MATTRESS WE CARRY

ON SETS \$300-\$499 \$25 OFF	ON SETS \$500-\$799 \$50 OFF	ON SETS \$800-\$999 \$75 OFF	ON SETS \$1000+ \$100 OFF
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UP TO \$700 OFF TEMPUR-PEDIC
SELECT STYLES - SEE STORE FOR DETAILS

ALL SALES EXCLUDE LAYAWAY AND SPECIAL ORDERS

1623 Lamar Ave. • Paris | (903) 785-8744 • 1-800-944-1132 | info@paris.com | Mon-Fri: 9-5:30 • Sat 10-5

FRONT PAGE

Inside Back Page

1/4 Page Ad

- Run 1 time and pay \$185 per ad!
- Run 3 Months and pay \$160 per ad!
- Run 6 Months and pay only \$100 per ad!

1/2 Page Ad

- Run 1 time and pay \$370 per ad!
- Run 3 Months and pay \$325 per ad!
- Run 6 Months and pay only \$250 per ad!

Full Page Ad

- Run 1 time and pay \$755 per ad!
- Run 3 Months and pay \$525 per ad!
- Run 6 Months and pay only \$450 per ad!

2014 FORD F-150 STF #A37996 \$24,875	2017 NISSAN TITAN SV STF #H32022 \$29,000	2016 NISSAN 370Z TOURING STF #30035A \$25,000	2013 GMC SIERRA 1500 SLE STF #A4737A \$25,000
2018 NISSAN ALTIMA 2.5 SR \$21,000	2017 MAZDA6 GRAND TOURING STF #H18555 \$24,000	2018 TOYOTA COROLLA LE STF #H8727A \$16,000	2016 GMC CANYON SLE 1 STF #H8884A \$25,000
2001 FORD F-350SD STF #25958C \$9,999	2017 CHEVROLET MALIBU LT STF #H17655 \$17,000	2014 GMC ENVY XL SLE STF #46072A \$5,500	2018 TOYOTA CHR XLE STF #A8865A \$18,000
2014 GMC SIERRA 1500 STF #A37177 \$16,449	2010 BMW 3 SERIES 335i STF #28544A \$11,000	2016 SUBARU CROSSTREK 2.0i STF #H8882A \$20,000	2017 NISSAN TITAN SV STF #H8822A \$29,871
2018 CHEVROLET EQUINOX LT STF #H19622B \$20,000	2017 CHEVROLET SONIC 1s STF #26565A \$9,999	\$9,999 NO OTHER DEALER CAN SELL A NEW CAR THAT CHEAP!	
2005 CHEVROLET SILVERADO STF #H88822C \$8,999	2014 CHEVROLET SILVERADO STF #H88822C \$28,000	2018 Nissan Versa	
2016 FORD F-150 XL STF #H82157 \$34,000	2010 NISSAN ALTIMA 2.5 S STF #26544A \$11,854	2018 Nissan Versa	
2011 CHEVROLET SILVERADO STF #H88822C \$16,000	2016 FORD FUSION STF #H88822C \$16,000	2018 Nissan Versa	

3411 NE Loop 286 | Paris, TX 75460
903-708-5100 | ParisNissan.com
*Prices may vary. See dealer for details.

BACK FULL PAGE

Premium Back Page

- Run 1 time and pay \$700 per ad with FREE color!
- Run 3 Months and pay \$350 per ad with FREE color!
- Run 6 Months and pay only \$250 per ad with FREE color!

