

Classified Advertising Rates

2017

Classifieds e-mail: classifieds@wacotrib.com
Effective July 1, 2017

PERSONNEL

Publisher: Jim Wilson
Director of Sales and Marketing: Ron Prince
Advertising Sales Manager: Ana Lozano-Harper

OPEN/LOCAL RATE

No agreement required. Visa, Discover and AmEx cards accepted. Ads must run on consecutive days. Employment ads include TMC.

Per Day	Mon - Sat Rate		Sunday/Holiday	
	Lines	Inches	Lines	Inches
1 day	\$6.26	\$84.64	\$6.58	\$92.12
7 days	6.83	67.62	5.13	71.82
14 days	4.19	58.66	4.46	62.44
28+ days	3.34	46.76	3.58	50.12

*Local Commissionable rates available to advertising agencies recognized by the Waco Tribune-Herald.

- Add \$10 Online
- Call (254) 757-3000 to inquire on Annual Dollar Volume Rates.

NATIONAL RATE

Per Day	Daily/Sunday/Holiday	
	Lines	Inches
1 day	\$11.44	\$160.10
2nd day	8.62	120.54
3rd + days	7.43	104.02

Insertion within a 7-day period to qualify for above discounts. An advertising agency recognized by the Waco Tribune-Herald will be allowed a 15% commission.

- Add \$10 Online

COLOR RATES

1 Full Color\$150

TEARSHEETS

The Waco Tribune-Herald utilizes electronic tearsheets. Please go to our website, wacotrib.com, click on advertise, and then e-tearsheet signup. For more information, please call (254) 757-3000.

LEGAL NOTICES

Per Day	Mon - Sat Rate		Sunday/Holiday	
	Lines	Inches	Lines	Inches
Classified/Retail	\$3.77	\$52.78	\$4.04	\$56.56

All scheduling and cancellations of legal advertisements must be in writing on company letterhead.

- Add \$10 Online

OBITUARIES

- Rate: 16.80 pci. Add \$20 Online
- 2nd insertion - 10.08 pci

IN MEMORIAMs & CARD OF THANKS

- Rate: 12.53 pci. Add \$12 Online

ANNOUNCEMENTS

- Rate: 11 pci, Add \$15 Online
- Fullcolor: \$25

SERVICE DIRECTORY

Call 757-3000 for more information.

wacotribjobs.com



WacoTrib.com
CENTRAL TEXAS NEWS, ALL DAY

Waco Tribune-Herald