

# Retail Advertising Rates

## 2017

Effective April 1, 2017

### DISPLAY ROP RATES

#### Local Retail Preferred Rate

This rate applies to non-contract advertising for advertisers with a local (brick & mortar) based business with a local address. Black and white rates are per column inch. All rates are net, 2x-6x rates apply to ads repeated in a seven-day period. Minimal copy changes allowed.

	DAILY	SUNDAY
1x	\$27.09	\$35.51
2x-6x	22.57	29.59

#### Dollar Volume Rates

Dollar Volume contracts guarantee an established rate level for a specified dollar expenditure during a 12-month period. Prices listed below are per column inch. Ads that repeat within a 7-day period will earn the 1x Daily or Sunday rate for the first ad, with the second-sixth ad earning the 2x-6x Daily of Sunday rate. All advertising expenditures are credited to yearly contract requirements, excludes Classified products. Contact your sales rep for clarification of Classified products.

Dollar Commitment	DAILY 1x	SUNDAY 1x	DAILY 2x-6x	SUNDAY 2x-6x
\$4,000	\$26.99	\$35.38	\$22.49	\$29.53
7,000	26.86	35.21	22.02	29.49
13,500	26.74	35.02	20.17	29.42
19,500	26.36	34.50	19.77	29.33
25,000	25.84	33.86	19.38	28.78
37,000	25.13	32.89	18.84	27.95
42,000	24.94	32.63	18.70	27.73
49,000	24.71	32.40	18.53	27.54
60,000	24.38	31.91	18.28	27.13
72,000	24.11	31.58	18.08	26.84
95,000	23.40	30.68	17.55	26.07
120,000	23.06	30.26	17.30	25.72
150,000	21.86	28.73	16.40	24.42
175,000	20.59	27.00	15.44	22.95

Publisher reserves the right in his sole discretion to revise or reject any advertisement.

### COLOR RATES

FULL COLOR \$150

#### Charitable/Non-Profit/School

Charitable/Non-profit rate for the purpose of generating and promoting fundraising events. IRS 501 (c)3 letter is required. Publisher makes final determination of qualification for this rate.

DAILY	SUNDAY
\$13.00 pci	\$18.00 pci

### RETAIL DEADLINES

RUN DAY	DEADLINE DAY & TIME
Monday	Thursday 5 p.m.
Tuesday	Friday 5 p.m.
Wednesday	Monday 5 p.m.
Thursday	Tuesday 5 p.m.
Friday	Wednesday 5 p.m.
Saturday	Thursday 5 p.m.
Sunday	Thursday 5 p.m.

Special holiday deadline information is available by calling the Advertising Department at 757-5834.

### RETAIL PREPRINTS

#### Full Run Preprints

Pg. Size	Annual Frequency		Cost Per Thousand					
	Card		2S/4T	4S/8T	6S/12T			
	Daily	Sun.	Daily	Sun.	Daily	Sun.		
Open	\$55.51	\$59.23	\$64.24	\$68.18	\$73.39	\$77.33	\$81.31	\$85.25
6-12	51.68	52.96	56.38	59.02	59.02	62.30	67.49	70.12
13-24	49.16	51.68	54.37	57.01	57.71	60.96	63.60	66.86
25-39	48.55	51.07	53.73	56.38	57.01	60.28	62.92	66.16
40-52	47.94	50.41	53.12	55.70	56.38	59.02	62.30	65.55
53-65	46.63	49.77	52.45	55.09	55.70	58.33	60.96	63.60
66-77	46.03	49.16	51.82	54.37	55.09	57.71	59.02	62.30
78-104	45.41	47.89	51.12	52.45	53.73	56.38	57.71	60.96
105-119	44.75	47.29	50.49	51.77	52.45	55.09	56.38	58.96
120 +	44.09	46.63	49.81	51.12	51.82	54.37	55.09	57.71

Pg. Size	8S/16T		10S/20T		12S/24T		14S/28T	
	Daily	Sun.	Daily	Sun.	Daily	Sun.	Daily	Sun.
Open	\$86.57	\$90.45	\$95.72	\$98.48	\$106.19	\$110.14	\$108.71	\$112.65
6-12	78.05	83.49	83.94	86.57	93.79	98.98	96.28	101.49
13-24	71.45	74.70	78.67	81.92	86.57	89.81	89.06	92.32
25-39	70.83	73.46	78.05	81.31	85.25	87.87	87.76	90.38
40-52	68.18	70.83	75.40	78.05	82.60	85.25	85.11	87.76
53-65	66.86	69.50	73.39	76.70	79.96	82.60	82.49	85.11
66-77	65.55	68.18	72.13	75.40	76.70	79.96	79.23	82.49
78-104	64.24	66.86	70.83	73.46	75.40	78.67	77.89	81.15
105-119	62.30	65.55	69.50	72.13	73.46	77.33	75.95	79.86
120 +	60.96	63.60	68.18	70.83	72.13	76.03	74.65	78.52

Preprints over 14S, add \$2 cpm/pg. Preprints over 28T, add \$4 cpm/pg.  
Add \$5 cpm for any zoned preprints.  
All holidays receive Sunday distribution at prevailing Sunday rates (Holidays include: New Years day, Thanksgiving day and Christmas day).  
No Monday preprint distribution.  
10,000 minimum quantity per day  
Preprint delivery address: 1729 Briarcrest Dr. Bryan, TX 77802. Mark skids as Waco Tribune-Herald.

FOR MORE INFORMATION ON THE FOLLOWING,  
PLEASE CALL (254)-757-5834

- Wacotrib.com
- Waco Today
- The Job Network
- TMC Advantage
- Shop Brazos
- S. E. O.
- Reputation Reporting
- HOT Deals
- Email Marketing
- Bears Extra
- Central Texas Drive
- Trib Mobile App



FOR GENERAL ADVERTISING INFORMATION (254) 757-5834

- Ron Prince - Director of Sales and Marketing (254) 757-5788 • ron.prince@wacotrib.com
- Ana Lozano-Harper - Majors/National/Classified Sales Manager (254) 757-5824 • alharper@wacotrib.com
- Gabe Ramirez - Digital Sales (254) 757-5833 • gramirez@wacotrib.com

P.O. Box 2588 900 Franklin Waco, Texas 76702-2588  
254.757.5834 fax 254.756.6906