

The Mexia News

Serving The People Of The Bi-Stone Area Since 1899

VISIT US ONLINE AT WWW.THEMEXIANEWS.COM EMAIL ADVERTISING@THEMEXIANEWS.COM

214 N. RAILROAD • P.O. BOX 431 • MEXIA, TEXAS 76667 • PHONE 254-562-2868 • FAX 254-562-3121

Advertising Rate Guide

Effective August 1, 2010

Personnel

Larry Reynolds- Publisher
Michael Dillin - Managing Editor
Bob Wright- Editor Emeritus
Ron Briggs- Retail Advertising
Tonjia Scarbough- Retail Advertising
Staci Masters - Ad Composition
Kim Walpole- Classified Advertising
Betty Blackburn- Circulation Manager
T.J. Maxwell- Sports
Dean Mooney- Press Operations

Market Coverage

Every Tuesday The Mexia News is delivered to approximately 6,600 households. The Mexia News is carrier delivered to home in Mexia, Teague, Wortham Coolidge, Tehuacana and Groesbeck.

Retail/ROP

A. National Advertising Rates

\$8.50 Per Column Inch

The national rate is commissioned at 15% and 2% to approved AAAA agencies.

B. Retail Display Rates

\$6.75 Per Column Inch

Tuesday Rates

Retail

Extra \$2.40 per column inch

Card ads and contract rates are exempt from this charge.

Pre-print inserts

\$58 per thousand

Preprinted inserts are accepted for distribution each publishing day. Rates apply to all inserts, regardless of the number of pages or number of thousands distributed. Pre-prints must arrive at The Mexia News office at least one week prior to publication. Pre-print contracts are available and apply only to inserts placed in The Mexia News. Rates are based on number of inserts distributed during the contract period.

Color Rates

Color ads availability are subject to page placement. A minimum of 10 inches is required for any color ad.

10 inches to 63 inches- an additional \$75 flat rate will be added to ad price.

63^{1/2} inches to full page, an additional \$145 flat rate will added to ad price.

Front Page Color Rates

Below the fold

\$12.50 per column inch on Tuesday

\$10.50 per column inch on Thursday or Saturday

Above the fold

\$19.25 per column on Tuesday

\$16.25 per column on Thursday or Saturday

Retail Pick-up Rates

\$5.10 per column inch

Non-Profit Rates

\$3.70 per column inch

Legal Rates

\$3.80 per column inch

Card Ad Rates-Retail

Special rates are available to retail advertisers who agree to run at least 1 inch daily for one month. Copy changes for these ads are limited to once a week. Linage accrued does not count toward fulfillment of contract lineage. If canceled prior to completing a 13 day cycle, lineage accrued converts to retail rate.

Ad size	Rate per Inch/Month
1 inch	\$42.25
1 ^{1/2} to 3 inches	\$41.50
3 ^{1/2} to 5 inches	\$39.25
5 ^{1/2} to 7 inches	\$37.50
7 ^{1/2} or more inches	\$36.75

Church Page

\$10.00 Per Week

The Church page runs each Saturday in The Mexia News.

Deadlines

The deadline for ad copy is 2:00pm two days prior to insertion date.

Website Advertising

Each website placed ad will appear at least 22,000 times per month and is limited to 5 advertisers per spot.

Top Banner Ad- \$75/month

Right Skyscraper Ad- \$100/month

Tile Ad- \$50/month

Bottom Banner Ad- \$75/month

Mechanical Specs

Retail:

One column width 1.637"

Two column width 3.442"

Three column width 5.246"

Four column width 7.051"

Five column width 8.855"

Six column width 10.66"

Full page- 10.66" x 21.25"

Pictures submitted for ads need to be at least 150 dpi, 4 inches wide and in a jpg. format.

Copy Regulations & Policy

The Mexia News advertising policies are intended to create reader confidence in ethical advertising. We reserve the right to edit, alter or decline any advertising submitted for publication. We accommodate advertiser requests whenever possible, however, position cannot be guaranteed.

The Mexia News assumes no financial responsibility for typographical errors or omissions of copy. Liability for errors or omissions shall not exceed the cost of that attributable portion of space. Claims for adjustment must be made within twenty four hours of publication. Credit is allowable for the first insertion only. In the event of an error or omission, we will furnish a letter of explanation for the advertiser. Payment in advance is required when an ad is placed unless credit has been approved by General Manager.