

RATE CARD (Effective June 1, 2017)

www.tribnow.com • 903-572-1705 • publisher@tribnow.com

210 S. Van Buren • P.O. Box 1177 • Mount Pleasant, Texas 75455 • Fax: 903-572-6026

RETAIL RATE \$9.00 PER COLUMN INCH

Wednesday or Saturday

• **NON-PROFIT RATE:** (Churches, Civic Groups or 501c3)

\$8.25 per column inch.

• **PICK-UP RATES:** Run the same ad within seven days of the original insertion \$7.00 per column inch.

Color charges still apply. The ad must be unchanged to receive the pickup rate.

CLASSIFIED DISPLAY RATES

1-5 Times	6-10 Times
\$7.00	\$6.00

CLASSIFIED LINE RATES

\$7.00 for first 20 words or less; each additional word 25 cents

LEGAL & AGENCY RATE:

(Per column inch)

Word or Display ads \$10.50

Notarized affidavits are available upon request for \$10.

DEADLINES:

12 noon two days before publication date.

PREPRINTS/INSERTS

The rate for pre-printed inserts is \$65 PER THOUSAND, full press run only. The Mount Pleasant Tribune reserves the right to charge for unusually heavy preprints or those that require special handling. Preprints must be scheduled and received at least one week prior to insertion date.

Deliver to: 205 Austin St., Center, Texas 75935 Phone: (936) 598-7229

COLOR RATE:

\$125 full process color

MECHANICAL SPECS:

Broadsheet page is 21.5 inches depth. Tabloid page is 9.75 inches in depth.

COLUMN WIDTH:

ROP DISPLAY		CLASSIFIED DISPLAY	
Columns	Inches	Columns	Inches
1	1.52	1	1.13
2	3.22	2	2.38
3	4.91	3	3.63
4	6.61	4	4.88
5	8.31	5	6.25
6	10.00	6	7.50
		7	8.75
		8	10.00

WEB BANNER RATES:

(MINIMUM 4-WEEK RUN; CREATIVE DESIGN INCLUDED, IF NECESSARY)

Top Leaderboard (728x90 pixels) - \$75 week
 Middle Leaderboard (728x90 pixels) - \$45 week
 Bottom Leaderboard (728x90 pixels) - \$35 week
 Center Middle Banner - (468x60 pixels) \$35 week
 Page Curl Expandable (156x173 to 500x500 pixels) - \$75 week
 Pencil Expandable (960x30 to 960x250 pixels) - \$75 week
 Weather Button (88x31 pixels) \$25 week
 Top Button (200x90 pixels) - \$35 week
 In-Story Box (300x250 pixels) - \$45 week
 Big Box (300x250 pixels) - \$45 week
 Mobile Banner (300x50 pixels) - \$35 week

FRONT PAGE ADVERTISING:

Bottom Banner (6 column x 1.5 inches) - \$75 per edition

BIRTHS, ENGAGEMENTS, WEDDINGS, OBITUARIES:

Limit 225 words. Additional words \$8.25 per column inch

Announcement only - \$25 with photo - \$35

MAIL SUBSCRIPTION RATES:

Newspaper (in County) includes Website Access & Edition - \$60 year

Out of County, includes Website Access & Edition - \$75 year

Website & Edition only - \$30 year

Visit our website for more information: www.tribnow.com

SUBMISSION REQUIREMENTS:

Electronic submissions as .pdf files/Photos in .jpg or .tiff format

All color files should be in CMYK, no less than 200 dip. For more, please email advertising@tribnow.com.

All rates are net. Credit upon approved application, otherwise prepayment is required. Political advertising must be prepaid. Publisher reserves the right to reject an advertisement.

Publisher is not responsible for errors beyond the cost of the printed space.

CONTACT US:

For a listing of staff and email addresses please visit our website at www.tribnow.com

The Mount Pleasant Tribune has served Titus, Franklin and Camp counties since 1875. The newspaper is published each Wednesday and Saturday by mail, as well as newsracks throughout the county and in-store sales.

LIMITS OF LIABILITY AND TERMS:

The Mount Pleasant Tribune will not assume responsibility for the accuracy of any submitted camera-ready advertising. The publisher's liability for other errors or omissions in connection with an advertisement that is created by our creative services department is strictly limited to publication of a corrected advertisement in any subsequent issue of the refund of monies paid for the advertisement. All customers may request proof of an advertisement before published if requested. All accounts are due by the 10th of the month following publication. All rates are net cash with order until credit is established or approved. The Mount Pleasant Tribune reserves the right to reject any advertisement that is submitted for publication. Copyright 2017 Mount Pleasant Daily Tribune, P.O. Box 1177, Mount Pleasant, Texas 75456.