

Statesman Media Solutions

General Rate Card

Effective January 1, 2009



The Statesman
statesman.com

Austin American-Statesman

statesman.com

305 South Congress Avenue
Austin, Texas 78704
Phone: (512) 445-4000
Fax: (512) 445-4065

e-mail: classified@statesman.com

For an online version of this card, visit:
<http://www.statesman.com/advertising/rates>



The Statesman
statesman.com

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Statesman
CLASSIFIEDS PLACE YOUR AD ONLINE:
statesman.com/classifieds

Wednesday, November 5, 2008
Austin American-Statesman statesman.com Section E

Find It Here	
Transportation	1000
Announcements	2000
Educational/Financial	3000
Service Directory	4000
Employment	5000
Merchandise	6000
Real Estate	7000

Clear Out That Garage!
Online & print garage sale
ads start as low as
\$19*
Package includes 5 lines in print and online
for up to 3 days!

Contact Us
512-445-4000
FAX ads to 512-445-4047
Business Hours
Phone: 512-445-4000, Monday-Friday
9:00am-5:00pm, 24/7 Fax
512-445-4047, 24/7
www.statesman.com/classifieds

GENERAL ADVERTISING RATES

General Rates do not apply to Recruitment, Real Estate or Automotive advertising. For additional information, contact your sales representative or the Advertising Department at (512) 445-4000.

Monthly Earned Rate

Rates are based on calendar month. Rates are non-transferable. For billing purposes, a display advertising billing unit represents a measure of one column wide by one inch deep. For in-column advertising, one unit is equivalent to 14 lines.

10 Column (Unit/Line) Classified

INCHES	MONDAY-THURSDAY UNIT/LINE	FRIDAY-SATURDAY UNIT/LINE	SUNDAY UNIT/LINE
1	\$82.74/5.91	\$102.20/7.30	\$124.88/8.92
25	\$72.24/5.16	\$89.32/6.38	\$110.18/7.87
58+	\$66.50/4.75	\$82.18/5.87	\$101.64/7.26

ROP 6-Column

INCHES	MONDAY-THURSDAY UNIT	FRIDAY-SATURDAY UNIT	SUNDAY UNIT
1	\$137.90	\$170.33	\$208.13
15	\$120.40	\$148.87	\$183.63
35+	\$110.83	\$136.97	\$169.40

Annual Bulk Contract Rates

Bulk rates are based on annual performance and are effective for 12 months from the first day of the month signed. 10-column rates apply to advertising within the Classified section. 6-column rates apply to advertising running elsewhere in the newspaper. In-column advertising is billed at 14 lines per column unit.

10 Column Classified (Unit/Line)

INCHES	MONDAY-THURSDAY UNIT/LINE	FRIDAY-SATURDAY UNIT/LINE	SUNDAY UNIT/LINE
350	\$66.22/4.73	\$80.64/5.76	\$97.86/6.99
850	\$61.60/4.40	\$74.48/5.32	\$91.00/6.50
1200	\$60.90/4.35	\$73.92/5.28	\$89.74/6.41
2500	\$59.50/4.25	\$72.94/5.21	\$87.50/6.25

GENERAL ADVERTISING RATES *(continued)*

ROP 6-Column

INCHES	MONDAY-THURSDAY UNIT	FRIDAY-SATURDAY UNIT	SUNDAY UNIT
210.....	\$110.37.....	\$134.40.....	\$163.10.....
510.....	\$102.67.....	\$124.13.....	\$151.67.....
720.....	\$101.50.....	\$123.20.....	\$149.57.....
1500.....	\$99.17.....	\$121.57.....	\$145.83.....

In-column Local Line Rates

Local line rate applies to advertisements billed 13 lines or less. Rate does not apply to Employment category. 3-line minimum.

Line Rate

Per line, per day.

Sunday, Saturday & Friday only	\$10.38
Monday-Thursday only	\$9.12

Consecutive Days

2-3 Days	\$7.40
4-6 Days	\$6.19
7-9 Days	\$5.32
10-18 Days	\$4.76
19-29 Days	\$4.51
30-31 Days	\$4.37

The rate per line is determined by the advertisement schedule and decreases the longer the advertisement publishes consecutive days. For example, 3 lines for 2 consecutive days is \$44.40 (\$7.40 per line per day); 5 consecutive days is \$92.85 (\$6.19 per line per day); 8 consecutive days is \$127.68 (\$5.32 per line per day), etc.

Color Rates

	SINGLE	DOUBLE TRUCK
Black & 1 color	\$1,425.00.....	\$2,269.00.....
Black & 2 colors.....	\$1,860.00.....	\$2,714.00.....
Black & 3 colors.....	\$2,200.00.....	\$3,176.00.....

GENERAL ADVERTISING RATES *(continued)*

Holiday Rates

As a result of Sunday home delivery being distributed on selected holidays, the Sunday or holiday rate will be applied for the following dates in 2009: New Year's Day (Thursday, Jan. 1, 2009); Martin Luther King Jr. Day (Monday, Jan. 19, 2009); Presidents Day (Monday, Feb. 16, 2009); Memorial Day (Monday, May 25, 2009); Day before Independence Day (Friday, July 3, 2009); Independence Day (Saturday, July 4, 2009); Labor Day (Monday, Sept. 7, 2009); Columbus Day (Monday, Oct. 12, 2009); Veterans Day (Wednesday, Nov. 11, 2009); Thanksgiving Day (Thursday, Nov. 26, 2009); Day After Thanksgiving (Friday, Nov. 27, 2009); Christmas Day (Friday, Dec. 25, 2009).

National Advertising (Non-Employment)

Black & white open per column inch rates. Classified national advertising has a 10 line minimum requirement. 15 percent commissionable to advertising agencies.

OPEN	MONDAY-THURSDAY	FRIDAY-SATURDAY	SUNDAY
Per Line	\$14.17	\$16.50	\$19.29
Per 10-Column Inch	\$198.38	\$231.00	\$270.06

Legal Notices

Deadline for submission is 48 business hours prior to publication date.

	MONDAY-THURSDAY	FRIDAY-SATURDAY	SUNDAY
Per Line (10 col. classified)	\$4.47	\$5.43	\$6.56
Per Inch (10 col. classified)	\$62.58	\$76.02	\$91.84
Per Inch (6 col. ROP)	\$104.30	\$126.70	\$153.07

12x Skip Run

..... \$4.08 Per Line/Per Day

Publish a 14-line advertisement 3 days per week for 4 consecutive weeks and save 25–50 percent, as compared to the same advertisement on the monthly earned rate. Advertisement must run the same 3 days each week. Classifications 2000, 3000, 4000, 6000 and 7000 only. Three changes per copy allowed each month. Some restrictions apply. Call your sales representative for additional details.

GENERAL ADVERTISING RATES *(continued)*

Business Builder Rates

Minimum of 3 lines for 30 consecutive days. Requires an annual commitment. Classifications 2000, 3000, 4000, 6000 and 7000 only. Three changes of copy allowed per month.

# OF LINES	ANNUAL CONTRACT PER LINE/PER DAY
3-5	\$3.92
6-10	\$3.78
11-14	\$3.50
15-19	\$3.34
20-24	\$3.08

Bolding

Have your entire line advertisement printed in bold for an additional \$2.00 per day.

Highlighted Advertisements

Have your entire line advertisement really stand out by adding highlighting. Ask your sales representative for details.

ONLINE

statesman.com/classifieds

StatesmanClassifieds on statesman.com is Central Texas' largest and best online marketplace for cars, homes, jobs and merchandise. The site provides quick and easy access to the trusted and familiar *Austin American-Statesman* classified advertisements, as well as to thousands of additional listings through our AutoTrader.com on Statesman.com, StatesmanHomes, New Homes and StatesmanJobs sites. StatesmanClassifieds provides advertisers a targeted audience of online users who are in the market for cars, homes, apartments, merchandise, or jobs and career training.

For online advertising rates or for more information, please contact Jeff Friedman at (512) 912-2529 or jfriedman@statesman.com.

MECHANICAL REQUIREMENTS

Printing Process: Offset

10 Column Measurements

Standard page - 210 column inches.
10 columns (65p3/10.875") wide x 21" deep.

10 Column Classified Broadsheet		
Columns	Inches	Picas
1	1.022	6p2
2	2.117	12p8
3	3.212	19p3
4	4.306	25p10
5	5.401	32p5
6	6.496	39p
7	7.591	45p7
8	8.685	52p1
9	9.780	58p8
10 (full page)	10.875	65p3
21 (double truck)	22.996	138p
Inches are rounded to the nearest thousandth.		

Any standard section advertisements over 19" deep will be charged at full depth (21"). Minimum size for each column: 1x4, 2x2, 3x3, 4x4, 5x5, 6x6, etc. Printed dimensions are 1 percent less due to pagination requirements.

6 Column Measurements

(Homes, Business, Main News, Sports, Lifestyle, special sections)

Standard page - 126 column inches.
6 columns (65p3/10.875") wide x 21" deep.

6 Column ROP Broadsheet		
Columns	Inches	Picas
1	1.729	10p4
2	3.558	21p4
3	5.388	32p4
4	7.217	43p4
5	9.046	54p3
6 (full page)	10.875	65p3
13 (double truck)	22.996	138p
Inches are rounded to the nearest thousandth.		

Any standard section advertisements over 19" deep will be charged at full depth (21"). Minimum size for each column: 1x1½, 2x2, 3x3, 4x4, 5x5, 6x6. Printed dimensions are 1 percent less due to pagination requirements.

Tabloid Modular Units

Tabloid Page - 4 columns (60p/10") wide x 10.5" deep.

4 Column Display Tab		
Columns	Inches	Picas
1	2.427	14p6
2	4.951	29p8
3	7.476	44p10
4 (full page)	10	60p
9 (double truck)	20.792	124p9
Inches are rounded to the nearest thousandth.		

DEADLINES & SUBMISSION

Point Sizes & Fonts

We offer 9 point sizes and 4 typefaces/font styles:

6pt 8pt 10pt 12pt 14pt 18pt 24pt 30pt 36pt

Myriad *Italics* **Bold** *Calcite* (Minimum size for Calcite is 18pt)

In-column Borders

Add a border to the top and/or bottom of your in-column line advertisement.

We offer several styles to choose from. Contact your sales representative for more information.

In-column Line Advertising Deadlines

All times are listed as Central Standard Time.

During the holiday seasons, the advertising deadlines are earlier than those shown here.

Publication Day	Fax/E-mail Deadline	Phone-In Deadline
Monday	Friday prior, 12 noon	Friday prior, 4:00 p.m.
Tuesday	Monday prior, 12 noon	Monday prior, 2:30 p.m.
Wednesday	Tuesday prior, 12 noon	Tuesday prior, 2:30 p.m.
Thursday	Wednesday prior, 12 noon	Wednesday prior, 2:30 p.m.
Friday	Thursday prior, 12 noon	Thursday prior, 2:30 p.m.
Saturday	Thursday prior, 2:00 p.m.	Thursday prior, 4:00 p.m.
Sunday	Friday prior, 12 noon	Friday prior, 4:00 p.m.

Display Advertising Deadlines

(Layouts & Incomplete Artwork)

Publication Day	Deadline
Monday	Wednesday prior, 12 noon
Tuesday	Thursday prior, 12 noon
Wednesday	Friday prior, 12 noon
Thursday	Monday prior, 12 noon
Friday	Tuesday prior, 12 noon
Saturday	Tuesday prior, 12 noon
Sunday	Wednesday prior, 12 noon

DEADLINES & SUBMISSION *(continued)*

Display Advertising Deadlines

(Completed Artwork)

Publication Day	Space Deadline	Materials Deadline
Monday	Thursday prior, 4:00 p.m.	Friday prior, 12 noon
Tuesday	Thursday prior, 4:00 p.m.	Monday prior, 12 noon
Wednesday	Friday prior, 4:00 p.m.	Tuesday prior, 12 noon
Thursday	Monday prior, 4:00 p.m.	Wednesday prior, 12 noon
Friday	Tuesday prior, 4:00 p.m.	Thursday prior, 12 noon
Saturday	Tuesday prior, 4:00 p.m.	Thursday prior, 12 noon
Sunday	Wednesday prior, 4:00 p.m.	Friday prior, 12 noon

Statesman.com/classifieds Deadline

Text must be submitted 4 working days prior to requested online posting.

Electronic Advertising Submission Guidelines

Advertisements may be submitted electronically only as Adobe Acrobat PDF (Portable Document Format) files in the following ways:

- Through the Statesman secure FTP (File Transfer Protocol) site
- Ad delivery services: AdSEND, FastChannel, AdTransit, or WAM!NET
- Attached to an e-mail message to ads@statesman.com (2MB maximum)

To receive a fax with more detailed information about our electronic submission guidelines, call the Statesman's Inside Line at (512) 416-5700, category 1006.

For more information about how to prepare and submit advertisements electronically, please call the Statesman Prepress Department at (512) 445-3508.

Fax Submission of Advertisements

Classified advertisements may be faxed to (512)445-4065 24 hours a day, 7 days a week. Faxing in advertisements is fast, convenient and saves time. It also allows you to specify exactly how you would like your advertisement to appear in the paper.

Fax Guidelines

Your fax should include:

- Billing/Account Phone #
- Sales Representative's Name (if known)
- Classification
- Schedule

Type the fax in the style you wish it to appear in the paper (e.g., company name in caps, bold or larger print, etc). Use clean, simple pages and avoid drawing or writing on fax. Type text in 12 pt. or larger sans serif font (e.g., Arial).

TERMS & CONDITIONS

Credit Approval

Credit available only upon approval of a completed credit application. Applications are available through your advertising sales representative.

Payment Terms

Payment in advance is required on all advertising material submitted for publication unless prior credit and billing arrangements have been made. Payment is due by the 25th of the month following insertion of an advertisement with approved credit. Checks should be made payable to the *Austin American-Statesman*. Credit cards are accepted for pre-payment of advertising, or the “pay as you go” payment option. Some restrictions may apply. Contact the Credit Department at (512) 445-3767 for details.

General Policy

All advertising submitted for publication in the *Austin American-Statesman* is subject to the following general policies in addition to any policies set forth by individual advertising agreements with advertisers. These conditions shall be cumulative of any agreement and may not be waived by any person other than the Publisher, general manager, or the Vice President of Advertising of the *Austin American-Statesman*. The submission of any material for publication as advertising in the *Austin American-Statesman* shall constitute an agreement by the person, company or entity submitting such advertising material to all of the terms set forth therein.

Acceptance

The *Austin American-Statesman* (hereinafter “the Publisher”) reserves the right to reject or revise all material submitted for publication. The advertising columns of the *Austin American-Statesman* are an integral part of the total publication and the Publisher shall exercise complete control over these columns. In the event that any material submitted by an advertiser is published in the columns of the *Austin American-Statesman*, the advertiser shall be responsible for all injuries or damages done to any individual as a result of the publication of such material. It is specifically agreed between the advertiser and the Publisher that the advertiser shall hold the Publisher harmless from any claims, any liability, and any costs including reasonable attorney’s fees, incurred as the result of any material submitted by the advertiser.

TERMS & CONDITIONS *(continued)*

Limited Liability

In the event that the Publisher fails to publish the advertisement or material submitted for publication, or if the advertisement or advertising material as published contains errors or omissions, Publisher's liability shall be limited to the amount charged the advertiser in connection with the service of providing advertising space or other services provided by the Publisher. This limitation on the amount of any liability shall apply even if the failure to publish or any errors or omissions result solely from the fault of the Publisher. In no event shall Publisher be liable for any consequential damages, lost profits, lost business, or any damages of any nature other than the return of charges made to the advertiser in connection with the acceptance of the material. The Publisher will not be responsible for more than one incorrect insertion of any advertisement and liability shall be limited to that portion of the advertisement affected by the error.

IMPORTANT! PUBLISHER'S LIABILITY IS LIMITED IN ALL CASES TO THE RETURN OF THE CHARGES MADE FOR THE ADVERTISING. THIS LIMITATION ON LIABILITY IS A CONDITION FOR THE ACCEPTANCE OF ANY ADVERTISING BY THE *AUSTIN AMERICAN-STATESMAN*.

Billing Adjustments

Claims for error adjustments must be made within 30 days of receipt of billing. Errors within an advertisement should be reported immediately. The *Austin American-Statesman's* liability does not in any way exceed the cost of space involved. The *Austin American-Statesman's* liability is limited to the first insertion. Space ordered and not cancelled by deadline will be charged, even if no copy is provided and no advertising appears. No credit is given for advertisements that do not publish, regardless of circumstances.

Positioning

Classified advertisements are positioned under the appropriate classification, however, we do not guarantee placement of the advertisement within the classification. All advertising purchased outside of Classified is positioned as "Run of the Paper." All efforts will be made to accommodate position requests. Guaranteed positioning within section A is offered at a 20 percent premium, subject to availability.

TERMS & CONDITIONS *(continued)*

Rates/Policy Changes

The policies and contracted rates of the *Austin American-Statesman*, as stated in these pages are subject to review and change by the Publisher and/or Vice President of Advertising at any time upon 30 days notice. In the event of any taxes being added to print or online advertising, the dollar amount of that tax will not count toward fulfillment of the advertiser's agreed upon dollar commitment.

The Advertising Agency and the Advertiser assume and agree to pay the charges including an appropriate tax for advertising published at their direction. Publisher may bill either Advertiser or Advertising Agency.

Rates included in this rate card or in advertising agreements do not include any network sales commission, transaction, or other such fees, which shall not be the responsibility of the Publisher unless approved by Publisher in writing.

General

The *Austin American-Statesman* reserves the right to reject any and all advertising which it considers objectionable. It is also understood that if the state or federal government passes a sales tax, the *Austin American-Statesman* reserves the right to add the amount of said tax to the advertising rules in this card. All mail order advertising, advertising on contests, adult entertainment, business opportunities and proprietary remedies must be submitted for approval.

Artwork

All artwork, layouts, or other material created by the *Austin American-Statesman*, in connection with the publication of any advertisement, whether at the specific direction of the advertiser, the agency, or as made necessary to conform the advertising copy to specifications of the *Austin American-Statesman*, shall belong solely to the *Austin American-Statesman* without regard to whether any additional fee is charged for providing such material or any service associated with creation of any layout, artwork, or the like. It is specifically agreed between the Publisher and the advertiser that all copyright or similar rights in such artwork, layout, or similar materials shall belong to the Publisher.

COPY REGULATIONS

Late Charges

If and when late charges are administered, 10 percent of advertisement cost will be assessed.

Late Advertisement Kills

Display advertisements cancelled within 24 hours of publication or after 12 noon on the last business day before Sunday, Monday or holiday publication will be assessed a 25 percent space charge. Advertiser shall be liable for any and all costs incurred by Publisher in bringing advertising material within the conformance of published policy.

News Style (Editorial) Advertisements

Advertisements appearing in news style format must carry the word ADVERTISEMENT in 12 point type at the TOP of the Advertising Unit. ADVERTISEMENT must be typeset once across advertisements of less than a full page and twice for full page units. Standard news and headline type styles and standard *Austin American-Statesman* format are not acceptable.

Going-Out-Of-Business Advertisements

Advertisements for “Going-Out-Of-Business” must be paid for in advance of publication and include out-of-business permit number. Advertisements must be submitted 48 hours prior to deadline for publisher approval.

Finance Disclosure Advertisements

Advertising of any type of credit as a form of payment must include full disclosure of terms and rates.

2009 CALENDAR

January 2009

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

February 2009

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

March 2009

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April 2009

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

May 2009

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June 2009

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

July 2009

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

August 2009

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September 2009

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October 2009

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				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

November 2009

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December 2009

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

2010 CALENDAR

January 2010

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

February 2010

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

March 2010

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

April 2010

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

May 2010

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

June 2010

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

July 2010

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

August 2010

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

September 2010

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

October 2010

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

November 2010

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

December 2010

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					