

# Automotive Advertising Rates

## 2008

Heart of Texas (H.O.T.) Classifieds e-mail: [automotive@wacotrib.com](mailto:automotive@wacotrib.com)

Effective September 1, 2008



Pick it up  
and  
Click it up!

[wacotrib.com](http://wacotrib.com)

Waco Tribune-Herald

### PERSONNEL

Publisher: Belinda Gaudet  
Advertising Director: Carla D'Andrea  
Niche Pub/Inside Sales General Mgr: Annmarie Penrod  
Classified Outside Sales Manager: Jerry Pursley

### DEALER ASSOC RATE GROSS (per inch)

	M-T-W	T-F-S	Sun/Holiday
CLASSIFIED/RETAIL	\$35.33	\$35.94	\$36.53

### OPEN/LOCAL RATE

No agreement required. Mastercard, Visa and Discover cards accepted.

Ads must run on consecutive days.

Per Day	M-T-W		T-F-S		Sun/Holiday	
	Lines	Inches	Lines	Inches	Lines	Inches
1 day	\$5.94	\$83.16	\$6.26	\$87.64	\$6.58	\$92.12
7 days	4.55	63.70	4.83	67.62	5.13	71.82
14 days	3.94	55.16	4.19	58.66	4.46	62.44
28+ days	3.08	43.12	3.34	46.76	3.58	50.12

### COLOR RATES FOR DEALER ASSOC.

BLACK +1	BLACK +2	BLACK +3
\$261	\$423	\$583

An advertising agency recognized by the Waco Tribune-Herald will be allowed a 15% commission.

### COLOR RATES

- 1 Color plus Black.....\$222
- 2 Colors plus Black.....\$355
- 3 Colors plus Black.....\$487

\*Based on color availability

### BOLDING

Have your entire line ad printed in bold for an additional \$2.25 per day.

### TEARSHEETS

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

### wacotrib.com

With over 9.2 million average page views per month, many online opportunities are available. Please ask your sales rep for our low, low online rates.

### FRONTERAS DE LA NOTICIA

Think Spanish! Fronteras is a 100% Spanish language weekly newspaper loaded with news and visuals that will attract a dynamic new audience. The paper includes national and world news sections as well as a heavy dose of entertainment, sports and local news from our community. Fronteras is a powerful new way to access the Hispanic market. Contact your Trib advertising representative for advertising and preprint information and deadlines. Call Retail: 254-757-5834 or Classified: 254-757-3000.

### EMPLOYMENT RATES

If currently on a Dollar Volume Contract, the corresponding contract level applies.

Level	M-T-W		T-F-S		Sunday	
	Lines	Inches	Lines	Inches	Lines	Inches
Open	\$5.94	\$83.16	\$6.26	\$87.64	\$6.58	\$92.12
\$ 60,000	4.99	69.86	5.23	73.22	5.47	76.58
70,000	4.87	68.18	5.13	71.82	5.38	75.32
80,000	4.83	67.62	5.07	70.98	5.28	73.92
100,000	4.77	66.78	5.01	70.14	5.22	73.08
120,000	4.70	65.80	4.95	69.30	5.17	72.38
130,000	4.65	65.10	4.87	68.18	5.07	70.98
150,000	4.56	63.84	4.80	67.20	5.04	70.56

### ANNUAL DOLLAR VOLUME CONTRACT RATES

Level	M-T-W		T-F-S		Sunday		COLOR BLACK +1	COLOR BLACK +2	COLOR BLACK +3
	Lines	Inches	Lines	Inches	Lines	Inches			
\$ 7,000	\$2.87	\$40.18	\$3.33	\$46.62	\$3.78	\$52.92	\$217	\$352	\$483
10,000	2.53	35.42	2.84	39.76	3.14	43.96	217	352	483
15,000	2.42	33.88	2.74	38.36	3.05	42.70	217	352	483
20,000	2.30	32.20	2.57	35.98	2.84	39.76	217	352	483
25,000	2.16	30.24	2.41	33.74	2.65	37.10	217	352	483
30,000	2.10	29.40	2.35	32.90	2.59	36.26	217	352	483
40,000	2.01	28.14	2.23	31.22	2.47	34.58	205	332	460
50,000	1.86	26.04	2.07	28.98	2.26	31.64	205	332	460
60,000	1.74	24.36	1.95	27.30	2.13	29.82	205	332	460
70,000	1.43	20.02	1.56	21.84	1.70	23.80	205	332	460
80,000	1.00	14.00	1.07	14.98	1.15	16.10	205	332	460
100,000	0.97	13.58	1.03	14.42	1.09	15.26	194	317	437
120,000	0.85	11.90	0.89	12.46	0.92	12.88	194	317	437
130,000	0.80	11.20	0.85	11.90	0.88	12.32	194	317	437
150,000	0.79	11.06	0.82	11.48	0.85	11.90	194	317	437

Does not include employment advertising or products outside of ROP.

# Automotive Advertising Rates

## 2008

Heart of Texas (H.O.T.) Classifieds e-mail: [automotive@wacotrib.com](mailto:automotive@wacotrib.com)  
Effective September 1, 2008



Pick it up  
and  
Click it up!

[wacotrib.com](http://wacotrib.com)

Waco Tribune-Herald

### 1. GENERAL POLICIES

#### Publisher's Policy

All advertising is subject to approval of the Publisher. **The Publisher reserves the right at his/her sole discretion to revise or reject any advertisement.**

All advertising is accepted at the sole risk of advertiser, who agrees to defend, indemnify and hold Publisher harmless against any claim, expense or damage whatsoever suffered by or asserted against the Publisher arising out of the publication of any advertisement or any part thereof submitted by or published at the direction of the advertiser.

#### Position

Classified display advertising is positioned in classification when possible, but not guaranteed.

All classified display ads are positioned from the bottom of the page in pyramid fashion.

Ads displayed upside down will not be accepted.

#### Local Rate Eligibility

An advertiser shall be entitled to local rates only when he sells direct to the consumer through one or more retail stores located in the newspaper's circulation area which he alone owns and controls. If the advertiser is a territory jobber, wholesaler or distributor, the advertising is not local copy.

Advertisements containing copy and/or logos from two or more businesses which are separately owned and controlled are not eligible for the rates contained on this card.

#### Errors and Omissions

The Publisher shall not be liable for errors beyond the first day of publication. Credit for errors is allowed only for the first insertion.

The newspaper shall be liable for errors only if advertiser's copy was received by copy deadline and proof was returned properly corrected.

Adjustments for errors will be made by additional publication of the advertisement or by a credit for some portion of, but not to exceed, the total amount of space occupied by the error.

No allowance will be given for omission of complete advertisement.

#### Rate/Policy Changes

The rates and policies of the Waco Tribune-Herald as stated on this card are subject to review and change by the Publisher and the Advertising Director.

All inch ads billed to nearest quarter inch.

### 2. PAYMENT AND BILLING

#### Credit Approval

A one-time \$500 credit limit will be granted upon receipt of a completed credit application, pending credit approval.

This credit will be due and payable by the 10th of the following month. Ads may be placed on VISA, Discover or MasterCard. If at any time the financial responsibility of the advertiser shall be unsatisfactory to the Publisher or Credit Supervisor, cash payments in advance or satisfactory security may be required.

All amounts shall be due and payable in Waco, McLennan County, Texas.

#### Late Payment Charges

A late payment fee of 1-1/2% of the unpaid balance per month will be assessed on charge accounts not paid within 30 days from billing date.

### 3. CASH IN ADVANCE

The following types of classified advertisements must be paid cash in advance: private party ads, 1-800 ads, ads without phone number, ads with phone number other than billing number, and going out of business ads. VISA, Discover, or MasterCard may be used for advance payments.

### 4. SPECIAL SERVICES

#### Proofs

The Ad Services Department will deliver, or send via fax or e-mail, proofs of advertisements 10 inches or larger to in-town customers if requested.

The proof is submitted for approval as to typographical correctness of information. Layout of the ad, however, cannot be changed once an ad is built and proofed.

Corrections should be made on the proof clearly in red ink. Proofs must be signed by a person authorized to do so. All proofs must be returned with the original layout by 3 p.m. the day before publication.

#### Advertising Artwork

A complete full service Art Department assists in logo design, product art, maps, hand-lettering, special borders, fashion drawing, layouts, color separations, production and original art. Charges are \$50 per hour.

All artwork, layouts, or other materials created by the Waco Tribune-Herald in connection with the publication of any advertisement shall belong solely to the Waco Tribune-Herald. It is specifically agreed that all copyright or similar rights in such artwork, layout or similar materials shall belong to the Publisher.

### 5. DEPTH REQUIREMENTS

Ads which measure 19 inches or more in depth will be charged at full 21 inches. Tabloid ads 9.5 inches or more in depth will be charged at full 11.5 inches.

#### Display ads:

Minimum 14 lines (1 column inch).

Ads with more columns wide than inches deep will be placed at the bottom of the page as close to the classification as possible.

### 6. COPY REGULATIONS

#### Copy Changes, Cancellations

When space is reserved but ad fails to arrive, or cancellation deadline is not met, advertiser is responsible for payment of the space.

Any time spent revising an ad due to significant changes in original copy or layout after the advertisement has been set will be billed to the advertiser at \$50 per hour.

#### News Style Ads

Ads in news style must carry the word "Advertisement" in the upper left and/or right corner in minimum 8 point type, must have a border, and cannot use standard news or headline type styles.

### 7. DEADLINES

#### Line Ads

Sun. & Mon.....Fri., 4 p.m.  
Tues. - Sat ..... Preceding day, 4 p.m.

#### Display Ads

Sun. & Mon.....Wed., 3 p.m.  
Tues .....Thurs., 3 p.m.  
Wed. - Sat .. 3 days preceding, 3 p.m.

### 8. MECHANICAL REQUIREMENTS

- Standard page- 126 column inches
- Double truck 13 columns x 21" deep = 273 column inches

#### Classified Line Column Widths

Columns	Inches	Picas
1	1.73	10p4.5
2	3.56	21p4.2
3	5.39	32p3.9
4	7.22	43p3.6
5	9.05	54p3.3
6	10.88	65p3

#### Photo Requirements

A 100-line screen is used in all halftones. Color material should not be submitted for black and white reproduction.

Clippings from newspapers, magazines, etc. or photocopies should not be submitted for reproduction. Only color photography, preferably in the form of negatives, transparencies or slides, should be submitted for color reproduction.

Additional charges will be made for sizing, screening, halftones, reverses, veloxes and cutting color overlays.

Call for details on sending ads via AP AdSend.