

# Classified Advertising Rates



Pick it up  
and  
Click it up!  
[wacotrib.com](http://wacotrib.com)

# 2008

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

Effective September 1, 2008

Waco Tribune-Herald

## PERSONNEL

Publisher: Belinda Gaudet  
Advertising Director: Carla D'Andrea  
Niche Pub/Inside Sales General Mgr: Annmarie Penrod  
Inside Sales Manager: Christina Pesina

## OPEN/LOCAL RATE

No agreement required. Mastercard, Visa and Discover cards accepted.  
Ads must run on consecutive days.

Per Day	M-T-W Rate		T-F-S Rate		Sunday/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

\*Local Commissionable rates available to advertising agencies recognized by the Waco Tribune-Herald.

## SUNDAY DISPLAY PICK-UP

Place any display ad to run on Sunday, and you can repeat that same ad the other 6 days prior, or up to 6 days after, that Sunday for 25% off the earned rate. Applies to local rate ads only. Discounted ads must be same size and copy. Both ads must be ordered on the same insertion order.

## NATIONAL RATE

Per Day	Daily/Sunday/Holiday	
	Lines	Inches
1 day	\$11.44	\$160.16
2nd day	8.61	120.54
3rd + days	7.43	104.02

Insertion within a 7-day period to qualify for above discounts. 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

## FREQUENCY SCHEDULE

Per Day	Daily/Sunday/Holiday	
	Lines	Inches
30 days	\$2.05	\$28.70
15 days	2.48	34.72

An advertiser may run an ad for 15 or 30 days during any one month. One copy change per month permissible. Only one frequency ad may be run per month. No other discounts apply. This is a prepaid, non-refundable rate. \*Three line minimum.

Excludes employment advertising.

## 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.

## ANNUAL DOLLAR VOLUME CONTRACT RATES

Level	M-T-W		T-F-S		Sunday/Holiday		COLOR		
	Lines	Inches	Lines	Inches	Lines	Inches	BLACK +1	BLACK +2	BLACK +3
\$ 2,000	\$3.36	\$47.04	\$3.60	\$50.40	\$3.85	\$53.90	\$221	\$353	\$485
3,000	3.29	46.06	3.55	49.70	3.80	53.20	221	353	485
4,000	3.18	44.52	3.46	48.44	3.73	52.22	221	353	485
5,000	3.15	44.10	3.43	48.02	3.69	51.66	221	353	485
6,000	3.10	43.40	3.35	46.90	3.59	50.26	216	350	480
7,000	3.03	42.42	3.28	45.92	3.53	49.42	216	350	480
9,000	2.95	41.30	3.18	44.52	3.42	47.88	216	350	480
11,000	2.89	40.46	3.13	43.82	3.38	47.32	216	350	480
13,000	2.82	39.48	3.06	42.84	3.30	46.20	216	350	480
15,000	2.77	38.78	3.02	42.28	3.26	45.64	216	350	480
20,000	2.74	38.36	2.99	41.86	3.23	45.22	216	350	480
30,000	2.70	37.80	2.95	41.30	3.18	44.52	204	330	458
50,000	2.64	36.96	2.86	40.04	3.06	42.84	204	330	458

Agate ads placed online.

## LEGAL NOTICES

(per line/inch)

Per Day	M-T-W Rate		T-F-S Rate		Sunday/Holiday	
	Lines	Inches	Lines	Inches	Lines	Inches
Classified/Retail	\$3.49	\$48.86	\$3.77	\$52.78	\$4.04	\$56.56

All scheduling and cancellations of legal advertisements must be in writing on company letterhead.

## OBITUARIES

- Rate: \$5.50 Per Line (1st 4 lines free)
- 2nd insertion - \$2.75 per line\*
- Photographs - \$25
- \*No copy changes

## IN MEMORIAM & CARD OF THANKS

- Rate: \$5.65 Per Line (1st 4 lines free)
- Photographs - \$25

## ANNOUNCEMENTS

- Rate: \$5.85 Per Line
- Photographs - \$25-\$125

## SERVICE DIRECTORY

The Service Directory appears daily in the Classified section. Rates apply to home and business classifications. Ad is scheduled to run the entire month. THIS IS A PREPAID, NON-REFUNDABLE RATE. \*Two line minimum.

Per Day	Daily/Sunday/Holiday	
	Lines	Inches
\$0.77	\$10.78	

Ad must run for the entire 30 days.

## NON PROFIT RATES

Per Day	Lines	Inches
M-T-W	\$2.63	\$36.82
T-F-S	3.03	42.42
Sun/Hol.	3.42	47.88

These rates are for religious and charitable organizations and require proof of IRS 501C(3) letter. Publisher makes final determination for qualifications of this rate.

## 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.

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### 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.