

Local Telecommunications Advertising Rates



2008

Effective September 1, 2008

Waco Tribune-Herald

PERSONNEL

Publisher: Belinda Gaudet
 Advertising Director: Carla D'Andrea
 Majors Nat'l Sales Manager: Ana Lozano-Harper
 Telecom Coordinator: Kristy Ferlet-Helton

REPRESENTATIVES

The Waco Tribune-Herald is self represented.

COMMISSION & CASH DISCOUNT

15% Commission to approved agencies. No cash discount.
 *see approved agency requirements.

BLACK & WHITE RATES ANNUAL BULK CONTRACTS

Retail Newsplan#	Annual Dollar Volume	M-T-W Rate	T-F-S Rate	Sunday/Holiday
OPEN		\$73.20	\$80.77	\$88.36
1	\$110,000	68.25	75.61	82.99
2	\$220,000	63.92	70.83	77.72
3	\$320,000	59.87	66.35	73.83
4	\$410,000	55.45	61.46	67.45
5	\$475,000	50.24	55.66	61.09

PICK-UP DISCOUNTS

25% OFF within six days of first insertion. 30% OFF second pick-up within same six days. No discount on Sunday or Holidays and no copy change.

STANDARD AD UNITS (SAU)

The Waco Tribune-Herald conforms to the industry standard 6-column format for 50" web widths and accepts advertising in all SAU sizes.

NEIGHBORS

The weekly Neighbors Plus and Friends & Neighbors are available as a combination buy. Both sections offer you an opportunity to reinforce your message and are delivered within the newspaper to our suburban neighborhoods and Waco proper.

COLOR RATES

Single Page Units
 1 Color plus Black.....\$365
 2 Colors plus Black.....\$475
 3 Colors plus Black.....\$645
 Closing Date: Reservations 1 Day Prior to Closing Times
 (Holiday Deadlines may be earlier)
 Cancellation Date: Same as closing

SPECIAL DAYS/PAGES/FEATURES

Best Food Day: Business: Sunday, Tuesday - Friday
 Wednesday Entertainment: Thurs/Fri - TV logs
 Theme Pages: daily
 Tuesday: Health/Fitness TV Supplemental: Sat - STARTIME
 Wednesday: Food Sunday: Farm, Computer, Fashion,
 Thursday: Home, Ent. Travel, Books, Family
 Friday: Entertainment Saturday: Religion, Leisure

ROP 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.

CONTRACT & COPY REGULATIONS

All contracts must be in writing, duly signed and dated by an authorized representative of both the advertiser and the publication's Advertising Director in order for the advertiser to receive contract rate discounts.

CLOSING TIMES

Holiday Deadlines May Be Earlier

Monday Wednesday, 3 p.m.
 Tuesday Thursday, 3 p.m.
 Wednesday Friday, 3 p.m.
 Thursday Monday, 3 p.m.
 Thursday Friends & Neighbors Friday, 3 p.m.
 Friday Tuesday, 3 p.m.
 Saturday Startime..... Wednesday, 3 p.m.
 Sunday Brazos Living/Neighbors Plus Monday, 3 p.m.
 Sunday Wednesday, 3 p.m.

MECHANICAL MEASUREMENTS

Width of column: 1.83 inches. Depth of column: 21 inches.
 Six (6) columns to a page. Minimum space: one (1) inch.
 Pagination composition.

48" Web Width Effective January 6, 2009. Advertisers will receive letter 30 days prior to size change with mechanical requirements.

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.

CLASSIFIED RATES

per line/inch

Per Day	M-T-W		T-F-S		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

COLOR COMICS

Advertising may be placed through the Waco Tribune-Herald Telecom Coordinator.

4-Color Comic Rates
 Full Page (6x21) \$4,888
 1/2 Page (6x10.5) \$2,538
 1/3 Page (6x7) \$1,733

Gatefolds & Spadeas
 Gatefold \$3,382
 Spadea \$4,510

TEARSHEETS

The Waco Tribune-Herald utilizes electronic tearsheets. Please go to our website, wacotrib.com, click on advertise, and then e-tearsheet signup. For more information, please call 757-5834.



Pick it up
and
Click it up!
wacotrib.com

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MAGAZINES

Startime
Saturday TV Supplement, including all forms of entertainment.
Black/White Rate:
Open Rate, per inch.....Please Inquire
Deadline: Wednesday prior to Saturday publication.

Waco Today
A monthly publication targeted to reach the most affluent households in McLennan County...plus free distribution in popular places, including online. Publishes: towards the end of the month.
Deadline: First of the month. Check with sales rep for specific date.
Full Page \$1282
Two-Thirds \$913
Half Page \$779
One-Third \$618
One-Fourth..... \$456
One-Sixth..... \$334

Mechanical Data:
Trim Size: 8.375" wide x 12" deep
Four (4) columns to a page. Inches to a page: 46"
Inches to a column: 1.21" Colors available: ANPA/AAAA.

CIRCULATION

Member of A.B.C.
Current statement available upon request.
Waco to Dallas..... 97 miles Waco to Austin..... 100 miles
Waco to Ft. Worth 87 miles Waco to Houston 183 miles

FRONTERAS - 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.

PREPRINTS

POLICY

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. All rates are gross except net (non-commissionable) color and preprint rates. All amounts shall be due and payable in Waco, McLennan County, Texas.
The rates and policies of the Tribune-Herald, as stated in these pages, are subject to review and change by the Publisher and the Advertising Director. Thirty-day notice given of any rate revision. All advertising is subject to approval of the Publisher.
The Publisher reserves the right in his/her sole discretion to revise or reject any advertisement. All advertising is subject to approval of the Publisher.
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 advertiser. This newspaper does not recognize sequential liability. The agency and the account are jointly and severally liable for payment.
When space is reserved but ad fails to arrive, or cancellation deadline is not met, advertiser is responsible for payment of the brokered space.
Position may be requested by section, but is never guaranteed. Failure to satisfy position requests will not constitute cause for adjustment, refund or rerun. The Publisher shall not be responsible for any errors beyond the first day of publication. Credit for errors is allowed only for 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.
Adjustment for errors will be made by additional publication of the advertisement wrongly inserted or by a credit for some portion of, but not to exceed, the total amount of space occupied by the error.
Due to the increasing use of coupons in ads, the backing of coupons can occur. We make every effort to avoid backing, but will not be held responsible if it occurs. Ads displayed upside down will not be accepted.
No allowance will be given for omission of complete advertisements.
Third Party Agencies' Placement Fees - 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.

ANNUAL FREQUENCY PREPRINT CONTRACT

(FULL RUN) Cost Per Thousand
Annual Frequency Preprint Contract

The annual frequency preprint contract structure provides a specified rate for a committed number of preprint insertions in a 12-month period.

Pg. Size	Annual Frequency		Full Run Rates (Cost Per Thousand)																					
	Card	Sun*	2S/4T	4S/8T	6S/12T	8S/16T	10S/20T	12S/24T	14S/28T	2S/4T		4S/8T		6S/12T		8S/16T		10S/20T		12S/24T		14S/28T		
	Daily	Sun*	Daily	Sun*	Daily	Sun*	Daily	Sun*	Daily	Sun*	Daily	Sun*	Daily	Sun*	Daily	Sun*	Daily	Sun*	Daily	Sun*	Daily	Sun*	Daily	Sun*
Open	\$56.60	\$60.39	\$65.49	\$69.52	\$74.83	\$78.84	\$82.90	\$86.92	\$88.26	\$92.21	\$97.60	\$100.40	\$108.27	\$112.30	\$110.84	\$114.85								
6-12	52.70	54.00	57.49	60.18	60.18	63.52	68.81	71.50	79.58	85.12	85.59	88.26	95.63	100.92	98.17	103.48								
13-24	50.13	52.70	55.43	58.13	58.84	62.17	64.85	68.18	72.84	76.16	80.20	83.53	88.26	91.58	90.79	94.13								
25-39	49.51	52.07	54.79	57.49	58.13	61.46	64.16	67.46	72.22	74.89	79.58	82.90	86.92	89.59	89.49	92.16								
40-52	48.88	51.40	54.16	56.79	57.49	60.18	63.52	66.84	69.52	72.22	76.88	79.58	84.22	86.92	86.78	89.49								
53-65	47.45	50.74	53.48	56.17	56.79	59.47	62.17	64.85	68.18	70.86	74.83	78.20	81.53	84.22	84.10	86.78								
66-77	46.93	50.13	52.83	55.43	56.17	58.84	60.18	63.52	66.84	69.52	73.55	76.88	78.20	81.53	80.79	84.10								
78-104	46.30	48.83	52.12	53.48	54.79	57.49	58.84	62.17	65.49	68.18	72.22	74.89	76.88	80.20	79.42	82.74								
105-119	45.63	48.22	51.48	52.78	53.48	56.17	57.49	60.13	63.52	66.84	70.86	73.55	74.89	78.84	77.45	81.43								
120+	44.95	47.54	50.78	52.12	52.83	55.43	56.17	58.84	62.17	64.85	69.52	72.22	73.55	77.52	76.11	80.06								

* All holidays receive Sunday distribution at prevailing Sunday rate. • Surcharge for retail version of an ad in a preprint.

The Waco Tribune-Herald can distribute preprints by zones or zip codes daily with the exception of Sundays and Holidays. Minimum charge for zone distribution is \$150.00

Zoned Preprints (Cost Per Thousand)

Pg. Size	Card	2S/4T	4S/8T	6S/12T	8S/16T	10S/20T	12S/24T	14S/28T
Open	\$69.43	\$80.20	\$90.88	\$100.28	\$113.65	\$116.22	\$118.81	\$121.80
6-12	59.77	66.20	70.14	80.20	90.88	98.95	109.63	112.17
13-24	54.00	60.18	66.84	77.52	88.19	90.88	93.56	96.12
25-52	52.70	56.17	62.79	73.55	84.22	86.92	89.54	92.11
53-71	51.40	54.79	60.96	69.52	77.52	84.22	86.92	89.49
72+	47.59	53.48	60.18	64.16	70.86	76.22	80.20	82.74

PRINT PLUS

Turn key print and deliver
inserts are available

Prices start at

\$87⁰⁰

Per Thousand
1 Color/1 Side

1 Color/2 Sides \$134/cpm
2 Colors/1 Side \$150/cpm
2 Colors/2 Sides \$181/cpm

White Stock Only
Other Colors Available

Minimum Order - 10,000