



Pick it up
and
Click it up!

wacotrib.com

National 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
National Coordinator: Kristy Ferlet-Helton

REPRESENTATIVES

Self Represented.

COMMISSION & CASH DISCOUNT

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

POLICY

All amounts shall be due and payable in Waco, McLennan County, Texas. All rates are gross except net (non-commissionable) color rates. 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.

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 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.

BLACK & WHITE RATES

ANNUAL BULK CONTRACTS

Retail Newsplan#	Annual Dollar Volume	M-T-W Rates	T-F-S Rates	Sunday/Holiday Starttime Rates
OPEN		89.80	98.20	106.35
1	\$21,500	83.65	92.35	100.15
2	\$53,000	81.60	89.20	96.90
3	\$75,000	80.00	86.15	93.30
4	\$97,000	78.25	84.10	90.05
5	\$120,000	76.30	82.40	88.65
6	\$190,000	73.55	80.35	87.30
7	\$250,000	72.15	78.45	84.60
8	\$360,000	70.50	77.05	83.70

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.....\$ 835

2 Colors plus Black.....\$ 995

3 Colors plus Black.....\$1,290

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: Wednesday Business: Sunday, Tuesday - Friday

Theme Pages: Entertainment: Thurs, Friday - TV

Tuesday: Health/Fitness logs daily

Wednesday: Food TV Supplemental: Sat - STARTIME

Thursday: Home, Ent. Sunday: Farm, Computer, Fashion,

Friday: Movies & Ent. Travel, Books, Family

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.

SPECIAL CLASSIFICATIONS

Political: General rates apply. Cash with order. No cash discount.

DISTRIBUTOR/COOP M-T-W T-F-S Sunday

(CAP) RATES \$74.25 \$84.20 \$94.10

TEARSHEETS

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

National Advertising Rates



Pick it up
and
Click it up!

wacotrib.com

2008

Effective September 1, 2008

Waco Tribune-Herald

CLASSIFIED RATES per line/inch

Daily/Sunday/Holiday		
Per Day	Lines	Inches
1st 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 discounts. 15% Commission available to advertising agencies recognized by the Waco Tribune-Herald.

COLOR COMICS

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

4-Color Comic Rates	Gatefolds & Spadeas
Full Page (6x21).....\$5,202	Gatefold.....\$4,963
1/2 Page (6x10.5).....\$2,700	Spadea.....\$6,615
1/3 Page (6x7).....\$1,813	

NATIONAL EMPLOYMENT per line/inch

Daily/Sunday/Holiday		
Per Day	Lines	Inches
	\$14.30	\$200.20

Agate ads placed online. The same ad may be picked up into Wednesday for 25% off the line/inch rate.

AUTOMOTIVE DEALER ASSOC.

	M-T-W	T-F-S	Sun/Holiday
Classified/Retail	\$35.33	\$35.94	\$36.53

COLOR RATES *Based on color availability

- 1 Color plus Black.....\$261
- 2 Colors plus Black.....\$423
- 3 Colors plus Black.....\$583

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

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 \$1,740
Two-Thirds \$1,180
Half Page \$950
One-Third \$665
One-Fourth.....\$577
One-Sixth.....\$479

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 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.

PREPRINTS

ANNUAL FREQUENCY PREPRINT CONTRACT (FULL RUN) Cost Per Thousand

ANNUAL FREQUENCY	OPEN		12-26		27-45		46+	
	Daily	Sun/Hol*	Daily	Sun/Hol*	Daily	Sun/Hol*	Daily	Sun/Hol*
CARD	\$76.75	\$79.85	\$73.67	\$77.25	\$72.10	\$76.75	\$71.60	\$75.20
4 PAGE TAB	84.50	88.10	76.75	79.85	74.70	79.35	74.15	77.80
6 PAGE TAB	89.10	95.30	78.70	83.95	78.30	81.90	77.25	80.35
8 PAGE TAB	96.30	103.00	83.45	87.05	80.85	85.00	79.35	84.50
10 PAGE TAB	102.00	106.65	86.55	90.15	84.50	88.10	83.95	87.05
12 PAGE TAB	106.65	112.30	89.10	94.25	87.55	92.70	86.55	91.15
14 PAGE TAB	110.25	116.40	92.20	97.35	91.70	95.30	90.15	94.80
16 PAGE TAB	113.30	118.45	94.25	100.45	92.70	97.35	91.70	95.30
18 PAGE TAB	117.45	126.20	96.30	101.45	94.25	100.45	92.70	97.35
20 PAGE TAB	126.70	130.85	99.95	103.00	96.30	101.45	94.25	100.45
22 PAGE TAB	132.90	139.10	102.00	106.65	100.95	104.55	99.95	103.00
24 PAGE TAB	138.55	145.25	103.55	107.65	102.00	106.65	100.95	104.55
26 PAGE TAB	139.10	146.30	106.55	110.75	105.60	110.25	103.55	107.65
28 PAGE TAB	139.60	148.85	109.20	111.80	106.65	110.75	105.60	108.70
30 PAGE TAB	143.20	152.45	110.25	114.35	107.65	112.30	107.15	111.25
32 PAGE TAB	144.25	154.00	110.75	116.40	109.70	114.35	107.65	112.30
34 PAGE TAB	145.25	155.55	113.30	117.45	111.25	116.40	110.25	114.35
36 PAGE TAB	147.85	156.60	116.40	121.55	115.40	118.45	113.30	116.95
38 PAGE TAB	150.90	157.60	116.95	122.10	115.90	121.05	113.85	117.45
40 PAGE TAB	151.95	160.20	121.05	126.20	117.45	123.60	116.40	121.55
42 PAGE TAB	153.00	161.25	124.15	129.80	122.10	128.25	119.50	126.20
44 PAGE TAB	155.05	163.30	128.80	132.90	126.70	130.85	123.60	128.80
46 PAGE TAB	156.10	164.85	129.80	133.95	128.80	132.40	126.70	130.30
48 PAGE TAB	159.15	166.90	131.35	134.95	129.80	133.95	127.25	131.35
50 PAGE TAB	160.20	168.45	133.95	139.10	132.90	136.00	130.30	134.45

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

ZONED PREPRINTS

Available most days
by zip code

\$8.68
Per Thousand
Add

PRINT PLUS

Turn key print and deliver
inserts are available

Prices start at
\$87.00
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

TMC 100% Delivery utilizes U.S. Postal Service to non-subscribers. Please call for information.