

The Slatonite

Rate Card

Effective October 1, 2017

139 S. 9th St. • P.O. Box 667 • Slaton, TX 79364 • slatonitenews.com
806-828-6201 • FAX: 806-828-6202 • slatonite@sbcglobal.net

1. Personnel

Ken Richardson, Publisher
James Villanueva, Managing Editor
D'Etta Brown, Advertising/Production Editor
Gloria Olivares, Classifieds Editor

2. Representatives

Slaton Media, LLC
P.O. Box 667
Slaton, TX 79364-0667

3. Commissions and Terms of Payment

- a. The only commissionable rate is the national ad rate quoted here.
- b. Payment is due upon receipt of bill. Terms of payment: Net 30 Days.
- c. Payment in advance is required unless advertiser has established credit.
- d. Payment in advance is required on all classified advertising unless advertiser has an established account in good standing.

4. Rates

A. ROP/Preprint Rates

- a. National Rate \$7.00
- b. Local Open Rate \$6.00
- c. PREPRINT RATES:
 - 1. \$100 per 1,000 on all one-time insertions of a 4-page, full-sheet or 8-page, tabloid sheet preprint or any equivalent of those sizes or for smaller sizes; \$125 per 1,000 on all preprints larger than those sizes. Price prorated for portions of 1,000. Full ROP preferred.

2. Rates negotiable on multi-issue insertions depending on size of insert and frequency of insertion.

B. Group Combination Rates: Not applicable.

C. Color Rates

PROCESS COLOR: Close register spot four-color and process-four-color is \$100.

D. Special ROP Units: Not applicable.

E. Split Runs: Not applicable.

F. Online Rates

- a. Banner ad: \$100 per month
- b. Header ad: \$50 per month
- c. Side ad: \$50 per month
- d. Display ad: Free with purchase of print ad or \$50 per month without print ad purchase.

G. Front Page Rates

- a. Top position banner (1.75" deep): \$125 per week (discount available for multiple-week commitment)
- b. Top position flag (2colx1.75"): \$45 per week (discount available for multiple-week commitment)
- c. Bottom position (1" deep): \$60 per week
- d. Bottom position (2" deep): \$80 per week
- e. Alternate depths available. Call/email for price.

5. Special Features:

Business and Service Review

Valentine Issue

Graduation Issue

Homecoming Issue

Football Contest

Christmas Issue

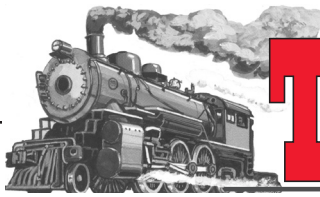
(SEE ROP RATES FOR MORE INFORMATION)

6. ROP Depth requirement

Minimum ad size is one column by one inch.

7. Copy and Contract Regulations.

Regular ROP and preprint insertions are non-contract other than the provisions of this rate card. Position requests will be honored whenever possible, but cannot be guaranteed. No credit or make good will be allowed on the basis of failure to honor a position request. The publisher will not be responsible for purely typographical errors or misprints beyond cancellation of all or an appropriate portion of the charge for the space of the item affected. Publisher assumes no responsibility for error in any advertisement for more than the cost of the ad in which the error appeared. Publisher will issue a letter to advertiser for use with



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his customers in instances of error on the part of this publication. Publisher assumes no responsibility for errors in advertisements which appear in the same form as that proofed by the advertiser.

8. Deadlines

- a. The Slatonite press time is 5 p.m. each Tuesday.
 - b. ROP AND CLASSIFIED DEADLINE: The display and classified ad deadline is **noon each Tuesday**. Camera-ready ads will be accepted until 2 p.m. Tuesday with prior arrangement.
 - c. PREPRINT DEADLINE: Preprints should be shipped to West Texas Printing Center, ATT: Mailroom, 710 Ave. J, Lubbock, TX 79401. They should arrive no later than 5 p.m. the Monday of the week of insertion.
- NOTE: Prior to holidays and in the summer, please check at least one week in advance for any variation in normal deadlines.

9. Mechanical Measurements

- a. Printing Method: offset.
- b. Preparation Method: Mac computers using OS X with InDesign, Illustrator and Photoshop CS5 programs.
- c. Page measurements: 10.1667 inches wide and 21.25 inches deep. 6 column format throughout.
- d. Advertising column measurements:

1 column	1.556 inches
2 column	3.2778 inches
3 column	5.00 inches
4 column	6.7222 inches
5 column	8.444 inches
6 column	10.1667 inches

10. Special Classification Rates

Political Rate: National rate applies. All political ads must be paid for in advance.

11. Classified rates

- a. WORD ADS: 39 cents per word. Minimum charge: \$7 for 20 words or fewer.
- b. CLASSIFIED DISPLAY ADS: Display ads with classified page specific placement will be charged at

the normal ROP and National rates.

12. Legal Notice Ad Rates:

- a. Word ads: 39 cents per word.
- b. Display Ads: Display legal ads will be subject to normal ROP local or national rates.

13. Circulation:

Established in 1911, The Slatonite is a weekly newspaper centering on Slaton, Texas, a community of 6,000 in southeast Lubbock County, but also serving the surrounding area including Cooper-Woodrow, Roosevelt-Ransom Canyon-Acuff, Southland and Post in Garza County, and Wilson in Lynn County. The newspaper is distributed to local subscribers by mail each Thursday. The newspaper is also sold off news racks and counters, starting each Wednesday afternoon, in 11 locations in Slaton and the surrounding area.

Weekly Circulation: 1,900

Verification by postal report

14. Subscription Rates

- a. \$27 per year and \$49 for two years for print subscriptions in Lubbock County, Garza County and Lynn County.
- b. \$32 per year and \$59 for two years for print subscriptions in all other areas.
- c. \$27 per year and \$49 for two years for online subscriptions.
- d. \$35 per year and \$63 for two years for print and online subscriptions in Lubbock, Garza and Lynn Counties.
- e. \$42 per year and \$73 for two years for print and online subscriptions in all other areas.

Rack Price: 50 cents per issue