



# The Slatonite

## Rate Card

Effective Feb. 1, 2015

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, Editor-Publisher  
James Villanueva, Managing Editor  
D'Eta Brown, Advertising/Production Coordinator

### 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.
- e. All earned-rate and other discounts will be honored only if the advertiser pays for the discounted advertising before the end of the billing cycle following the month in which the discount was earned, i.e., net 30 days.

### 4. General Rate Policy

Local earned rates routinely apply only to those accounts in the immediate Slaton trade area, and only to other accounts with the approval of the publisher.

#### A. ROP/Preprint Rates

- a. National Rate \$7.00
- b. Local Open Rate \$6.00
- c. Local Earned Rates (per calendar month)
  - 100 column inches per month \$5.35
  - 200 column inches per month \$4.95
  - 400 column inches per month \$4.80
  - 672 column inches per month \$4.70
  - 840 column inches per month \$4.65

#### d. PREPRINT RATES:

- 1. \$90 per 1,000 on all onetime insertions of a 4-page, full-sheet or 8-page, tabloid sheet preprint or any equivalent of those sizes or for smaller sizes; \$100

per 1,000 on all preprints larger than those sizes. Price prorated for portions of 1,000.

- 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 (must span 6 columns)

- 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  
Graduation Issue  
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