



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

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 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 noon each Wednesday.
 - b. ROP AND CLASSIFIED DEADLINE: The display and classified ad deadline is noon each Tuesday. Camera-ready ads will be accepted until 3 p.m. Tuesday.
 - c. PREPRINT DEADLINE: Preprints being shipped to The Slatonite need to be in The Slatonite offices by 5 p.m. the Monday of the week of insertion.
- NOTE: Prior to holidays please check at least one week in advance for any variations 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: 11 5/8 inches wide and 21 inches deep. 6 column format throughout.
- d. Advertising column measurements (news columns are 13/16 with 1/8-inch column rules):

1 column	1.833 inches
2 column	3.8125 inches
3 column	5.75 inches
4 column	7.75 inches
5 column	9.6875 inches
6 column	11.625 inches

10. Special Classification Rates

Political Rate: Earned rates and national rate apply. All political ads must be paid for in advance.

11. Classified rates

- a. WORD ADS: 35 cents per word. Minimum charge: \$7.00.
- b. CLASSIFIED DISPLAY ADS: Display ads with classified page specific placement will be charged at the normal ROP and National rates including earned discounts.

12. Legal Notice Ad Rates:

- a. Word ads: 35 cents per word.
- b. Display Ads: Display legal ads will be subject to normal ROP local earned 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 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 evening, in 12 locations in Slaton and the surrounding area.
Weekly Circulation: 2,100
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