

THE COMMUNITY NEWS

Serving Eastern Parker County, Texas: Aledo • the Annettas • Hudson Oaks • Willow Park

Advertising and Circulation Rates and Policies

Rate Card Effective July 1, 2006

Physical Address:

5190 E. I-20 • Willow Park, TX 76087

Mailing Address:

P.O. Box 1031 • Aledo, TX 76008

817-441-7661 • FAX 817-441-5419

www.community-news.com

Member: Texas Press Association, North and East Texas Newspaper Association, National Newspaper Association, East Parker County Chamber of Commerce, Weatherford Chamber of Commerce



RETAIL DISPLAY RATES

Display Rates

National Rate \$6.95 per inch

Local Open Rate \$6.00 per inch

4-Week Consecutive Rate: \$4.95 per inch

This rate applies to same-size ads placed four weeks in succession.

EOW! \$4.70 per inch

This rate applies to same-size ads running alternating weeks for at least eight insertions.

TFN Card Rate: \$4.55 per inch

This rate applies to same-size ads which run a minimum of eight consecutive weeks.

Business Card Page: \$62.50 per month

This is a 2x2 ad which runs on a page with other business card sized ads on a month to month basis. *Copy changes accepted only at the beginning of the month. If a Business Card Page ad runs three weeks or more the advertiser will be billed for the entire month. Business Card Page ads which run two weeks or less will be billed open rate.*

CLASSIFIED RATES

Classified Display

Local Open Rate \$5.50 per inch

Legal Notices \$6.50 per inch

Four Week Consecutive Rate: \$4.25 per inch

This rate applies to same-size ads placed four weeks or more in succession.

EOW! \$4.00 per inch

This rate applies to same-size ads running alternating weeks for at least eight insertions.

TFN Card Rate: \$3.90 per inch

This rate applies to same-size ads which run a minimum of eight consecutive weeks.

Classified Liners

30 words plus three-word bold heading \$7.00

After 30 words 25¢ per word

Pre-Print Insert Rates

Up to 16 tabloid pages \$50.00 per thousand

Color Rates

Process Color:

Up to 10 column inches \$35.00

11-15 column inches \$50.00

16-31.5 column inches \$85.00

32 or more column inches \$155.00

BILLING POLICIES

- No cash discounts are given
- Advertisers who have established accounts are billed monthly, and payment is due by the tenth of the month following publication.
- Political ads are payable in advance.
- Billing occurs immediately following the last Friday of each month. Accounts 30 days or more past due will be charged a \$25 late fee and advertising will be discontinued until the account has been brought up to date.

your
THE COMMUNITY NEWS
 Informing. Connecting. Growing.

Deadline

Deadline for placing display ads and having copy available is noon Friday for the next Friday's issue. After deadline, corrections but not copy changes will be made. If an advertisement absolutely has to be placed after deadline, we will attempt to accommodate the advertiser if space is available. Deadline for classified line ads is noon Monday.

POLICIES ALL CLASSIFICATIONS

Policies - all classifications

- All advertising copy submitted is subject to the publisher's approval
- Advertising position cannot be guaranteed. Every effort will be made to accommodate advertisers, but a space order does not guarantee placement.
- *The Community News* reserves the right to revise advertising rates at any time. *The Community News* will provide 30 days' notice before any rate revision takes effect.
- *The Community News* is not responsible for errors in copy beyond the actual value of space occupied by such errors; nor is *The Community News* responsible for the omission of advertising. In the event of errors, *The Community News* will, upon request, submit a letter of correction to be posted in the business establishment affected.
- News articles do not accompany any class of paid advertising. Any story requested will be considered for publication the same as any other news material.
- Minimum space sold is one column inch, (1 column by 1" deep). Advertisements 19.5" or more in height will be billed for the full 21 inches.
- Advertisers, advertising agencies or agents will assume all liability for the content of advertisements published (including illustrations, text, claims, etc.) and agree to assume any and all responsibility for claims occurring therefrom against *The Community News*.
- None of the terms of this rate schedule can be altered without the written consent of the publisher.
- The use of contracts is by mutual agreement between advertiser and newspaper.
- *The Community News* reserves the right to refuse any advertising, including that which, in our opinion, is lewd, immoral, illegal or misleading.

ROP and Classified Measurements

The Community News adheres to PASS sizes in ROP and Classified advertising.

1 Column	1.833 inches
2 Columns.....	3.792 inches
3 Columns.....	5.750 inches
4 Columns.....	7.708 inches
5 Columns.....	9.667 inches
6 Columns.....	11.625 inches

Advertising submissions

Electronic advertising submissions can be sent in Adobe Acrobat® (.pdf) format or Adobe Illustrator® (.ai or .eps) formats. Illustrator files should have all text converted to curves or should include Apple Macintosh font files. Please note that copyright restrictions apply to copying most font files. Files can be e-mailed to production@community-news.com.

Subscriptions

52 Week Subscription, delivered by U.S. Mail

Inside Parker and Tarrant Counties

1 year	\$29.00
2 years	\$55.00
3 years	\$82.00

Elsewhere in the U.S.

1 year	\$37.00
2 years	\$71.00
3 years	\$104.00

Foreign Countries (per year) \$75.00

A quality venue for your message...

National Newspaper Association

- Second Place, General Excellence, 2005.
- Honorable Mention, General Excellence, 2002

Texas Press Association (state-wide):

- SWEEPSTAKES WINNER 1999
- SWEEPSTAKES RUNNER-UP 2000
- SWEEPSTAKES RUNNER-UP 2001
- SWEEPSTAKES RUNNER-UP 2002
- THIRD-PLACE SWEEPSTAKES 2004
- SWEEPSTAKES WINNER 2005
- SWEEPSTAKES WINNER 2006

North and East Texas Press Association

- SWEEPSTAKES WINNER 2000
- SWEEPSTAKES WINNER 2002
- SWEEPSTAKES RUNNER-UP 2003
- SWEEPSTAKES WINNER 2004
- SWEEPSTAKES WINNER 2005