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# Salado Village Voice

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P. O. Box 587, Salado, TX 76571 • (254) 947-5321

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saladovillagevoice.com

## Mailing Address:

P.O. Box 587  
Salado, TX 76571

## Shipping Address:

213 Mill Creek Dr., Suite #125  
Salado, TX 76571

## Contacts:

### Display Advertising

[advertising@saladovillagevoice.com](mailto:advertising@saladovillagevoice.com)

### Classified Ads

[classifieds@saladovillagevoice.com](mailto:classifieds@saladovillagevoice.com)

### News releases

[news@saladovillagevoice.com](mailto:news@saladovillagevoice.com)

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## Business Hours:

9 a.m. - 5 p.m. Weekdays

## Circulation: Paid

- \* 1,500 circulation
- \* Thursday distribution

Mailed first-class to subscribers and distributed on stands in every store, restaurant and lodging in Salado.

## Contact Persons:

Tim & Marilyn Fleischer  
*Publishers*  
Stephanie Hood  
*Ad Composition*  
Royce Wiggin  
*Office Assistant-Classifieds*

## Deadlines:

Display Ads - Noon Fri.  
Classified Ads- Noon Mon.

## Display Ad Rates:

### Cumulative Rate

*(Based on total column inches placed per month. Period of less than six months.)*

### Up to 50 col. inches per month:

\$6 per column inch

### 51-100 col. inches per month:

\$5.75 per column inch

### 101-200 col. inches per month:

\$5.50 per column inch

### 201-300 col. inches per month:

\$5.25 per column inch

### 301-450 col. inches per month:

\$5 per column inch

### Over 450 col. inches per month:

\$4.75 per column inch

## Six Month Rate:

### Contract Required

*Ad copy and sizes may vary.*

*Rate based on total column inches placed per month.*

### Up to 50 col. inches per month:

\$4.00 per column inch

### 51-100 col. inches per month:

\$3.87 per column inch

### 101-200 col. inches per month:

\$3.75 per column inch

### 201-300 col. inches per month:

\$3.62 per column inch

### 301-450 col. inches per month:

\$3.50 per column inch

### Over 450 col. inches per month:

\$3.38 per column inch

*technical updated April 2015  
ad rates set November 2009*

## Color available on limited pages.

*Up to 1/4 page : \$75*

*1/4-1/2 page: \$100*

*1/2 page-full page: \$150*

## Technical Information:

### Broadsheet Size:

22.5 inches tall, published in 4 sections

### Print Area:

10" wide, 21.5" tall, 6 columns

**Column Width:** 1-1/2": 9 picas

**Column Gutter:** 1/6 inch: 1 pica

300 dpi minimum

ads-pdf files acceptable

photos -jpg files acceptable

## Insert Rates: \$150

1,500 preprinted Inserts in newspapers delivered to stands and in mail: \$150. Inserts weighing more than 1 ounce each will be charged a weight fee to-be-determined.

**Size:** Inserts should be no larger than 8-1/2"x11" to fit in the newspaper.

**Folding Charge:** \$75 per thousand, if larger than 8-1/2"x11".

## Classified Ad Rates:

\$7 for up to 15 words, 25¢ per word thereafter, payable in advance. All classifieds are posted to our website, as well as printed in the newspaper.

## Credit Policy:

Check, cash, money order, credit cards accepted. **Late fees** of two percent per month applied to entire balance for accounts over 60 days. **Accounts over 90 days** will be terminated and turned over for legal collection. Delinquent accounts that have exceeded 90 days will have to pay entire balance and pay for all future advertising in advance. **Delinquent accounts are disqualified for discounted rates.**

## Typical ad Sizes and Prices

Business Card Ad

2 col by 2 inch

\$24 each week for one time run or month-long run

SIX MONTH CONTRACT

\$16 per week for six months, billed monthly

2 col by 3 inch

\$36 each week for one time run or month-long run

SIX MONTH CONTRACT

\$24 per week for six months, billed monthly

Vertical

Business Card

1 col by 4 inch

\$24 each week for one time run or month-long run

SIX MONTH CONTRACT

\$16 per week for six months, billed monthly

2 col by 5 inch

\$60 each week for one time run or month-long run

SIX MONTH CONTRACT

\$40 per week for six months, billed monthly

2 col by 4 inch

\$48 each week for one time run or month-long run

SIX MONTH CONTRACT

\$32 per week for six months, billed monthly

3 col by 2 inch

\$36 each week for one time run or month-long run

SIX MONTH CONTRACT

\$24 per week for six months, billed monthly

3 col by 3 inch

\$54 each week for one time run or month-long run

SIX MONTH CONTRACT

\$36 per week for six months, billed monthly

Eighth-Page

3 col by 4 inch

\$72 each week for one time run or month-long  
run

SIX MONTH CONTRACT

\$48 per week for six months, billed monthly

QUARTER PAGE:

3 col by 8 inch ad:

\$144 one time;

\$138 each time one month (four times);

Six Month Contract: \$92.88 each week;

QUARTER PAGE:

4 col by 6 inch ad:

\$144 one time;

\$138 each time one month (four times);

Six Month Contract: \$92.88 each week based on the same size ad each week, ad copy may change

4 col, by 10 inch ad

\$240 One Time run (\$6 per col. inch)

\$210 each time for one month (4 times) (\$5.25 per col. inch)

**SIX MONTH CONTRACT**

\$150 per week for six months (\$3.75 per col. inch)

3 col by 10 inch ad

\$180 for one time run  
(\$6.00 per column inch)

\$165 each week for one month  
(4 weeks) (\$5.50 per column inch)

SIX MONTH CONTRACT  
\$112.50 per week for six months  
(\$3.75 per column inch)

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# Salado Village Voice

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## Display Advertising Contract

Business Name: \_\_\_\_\_  
Phone #: \_\_\_\_\_ Cell #: \_\_\_\_\_ Fax #: \_\_\_\_\_  
Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_  
Physical Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Billing Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Website address: \_\_\_\_\_  
Facebook or other social media info (if agreeable) \_\_\_\_\_

Period of Contract: \_\_\_\_\_ First Run: \_\_\_\_\_ Final Run: \_\_\_\_\_  
Size of Ad: \_\_\_\_\_ Cost per Ad: \_\_\_\_\_  
Method of Payment: Bill Monthly \_\_\_\_\_ Check # \_\_\_\_\_ Cash \_\_\_\_\_

*Credit Card Information:*

Name on card:

Billing address for card:

Account #

Exp. date

Security ID Code

*All credit card information is destroyed after processed and approved, unless customer requests that CC info be kept on file for monthly payment.*

*New businesses will pay in advance for advertising for the first three months, until credit is established. We accept cash, checks or money orders as payment for ads. Late/no pay is subject to 1-1/2% interest on all invoices over 30 days. After 90 days, bills will be turned over to a collection agency.*

Special Instructions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Electronic proofs are sent for all ads placed before the deadline. No guarantee of placement or proof for ads accepted after deadline. **Please review your advertisement when it appears in the paper. If there are errors or corrections to be made, it is your responsibility to contact us the Friday before the next publication date. Otherwise we will assume the ad is correct and proceed with the contracted run date. Thank you for your cooperation.**

I have read the above contract and agree to its terms and payment thereof.

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Client Signature

Printed Name

Date