
Salado Village Voice

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

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

Classified Ads

classifieds@saladovillagevoice.com

News releases

news@saladovillagevoice.com

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.

Staff:

Tim & Marilyn Fleischer
Publishers

Stephanie Hood
Ad Composition

Royce Wiggin
Office Assistant-Classifieds

Display Ad Rates:

One time rate
\$7 a column inch
Color included
Political advertising
\$7 a column inch
Color included

Six Month Rate:

Contract Required

Ad copy and sizes may vary.

Rate based on total column inches placed per month.

Up to 100 col. inches per month:
\$5.00 per column inch

101-300 col. inches per month:
\$4.75 per column inch

301-500 col. inches per month:
\$4.50 per column inch

Over 500 col. inches per month:
\$4. per column inch

Deadlines:

Display Ads finalized
by - Noon Fri.

Classified Ads-Noon
Mon.

technical updated March 2017
ad rates set April 2017

Technical Information:

Broadsheet Size:

21.5" inches tall

Print Area:

10.25" wide, 20.5" tall, 6 columns

Column Gutter: 1/6 inch

Column Widths:

1 Col: 1.5 inch

2 Col: 3.3 inch

3 Col: 5.05 inch

4 Col: 6.75 inch

5 Col: 8.5 inch

6 Col: 10.25 inch

300 dpi minimum
pdf files acceptable
photos -jpg files acceptable

Insert Rates: \$150

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

Size: No larger than 8-1/2"x11" Face.

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 may be disqualified for future discounted rates.**

Sample ad sizes color included

Business Card Ad

2 col by 2 inch 3.3" X 2"

\$28 each week

SIX MONTH CONTRACT

\$20 per week for six months,
billed monthly

2 col by 3 inch 3.3" X 3"

\$42 each week

SIX MONTH CONTRACT

\$30 per week for six months,
billed monthly

2 col by 4 inch 3.3" X 4"

\$56 each week

SIX MONTH CONTRACT

\$40 per week for six months,
billed monthly

Weekly advertiser rate

Quarter page - 3 cols. X 10.25 inches
(5.05 inches by 10.25 inches) \$146.06

Half page - 6 columns X 10.25 inches
(10.25 inches by 10.25 inches) \$276.75

Full page - 6 columns X 20.5 inches
(10.25 by 20.5 inches) \$492.00

One time rate

Quarter page - 3 X 10.25 inches
(5.05 inches by 10.25 inches) \$215.25

Half page - 6 columns by 10.25 inches
(10.25 inches by 10.25 inches) \$430.50

Full page - 6 columns by 20 inches
(10.25 by 20.5 inches) \$830.25

2 col by 5 inch 3.3" X 5"

\$70 each week

SIX MONTH CONTRACT

\$50 per week for six months,
billed monthly

3 col by 3 inch

\$63 each week

SIX MONTH CONTRACT

\$45 per week for six months, billed monthly

5.05" wide by 3 inch tall

3 col by 4 inch

\$84 each week

SIX MONTH CONTRACT

\$60 per week for six months, billed monthly

5.05" wide by 4 inch tall

3 col by 8 inch ad:
\$168 one time;

Six Month Contract: \$120.00 each week;

5.05" wide by 8 inch tall

4 col by 6 inch ad:
\$168 one time;

Six Month Contract: \$114.00 each week

6.75" by 6" tall

4 col, by 10.25 inch ad
1/3 PAGE

\$287 One Time run

SIX MONTH CONTRACT
\$194.75 per week for six months

6.75" by 10.25" tall

3 col by 10.25 inch ad
QUARTER PAGE
\$215.25 for one time run

SIX MONTH CONTRACT
\$146.06 per week

5.05" wide by 10.25 inch tall