
Salado Village Voice

P. O. Box 587, Salado, TX 76571 • (254) 947-5321 • Fax: (254) 947-9479 • Email: advertising@saladovillagevoice.com

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.

For Salesman :In Person _____ Phone _____ Fax _____ Email _____ Web _____ yes

Client Signature _____ Printed Name _____ Date _____

SUBMIT FORM

Salado Village Voice

P. O. Box 587, Salado, TX 76571 • (254) 947-5321 • Fax: (254) 947-9479 • www.saladovillagevoice.com

Mailing Address:

P.O. Box 587
Salado, TX 76571

Shipping Address:

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

E-mail Addresses:

Display Ad copy

advertising@saladovillagevoice.com
ads-pdf files acceptable
photos -jpg files acceptable

News releases

news@saladovillagevoice.com

Business Hours:

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

Circulation: Paid

- 1,500 paid circulation every Thursday
- Distributed on stands in every store, shop, restaurant, hotel and bed and breakfast inn in Salado.

Contact Persons:

Tim & Marilyn Fleischer
Publishers
Stephanie Hood
Advertising Composition
Royce Wiggin
Office Assistant

Deadlines:

Display Ads - Noon Friday
Classified Ads - Noon Monday

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

Rates effective November 1, 2009

Color Charges

Spot color is \$50.

Process color is available
on limited pages.

Up to 1/4 page : \$75

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

1/2 page-full page: \$150

Technical Information:

Tabloid Size:

17" tall, published in three sections.

Print Area:

10" wide, 16" tall, 6 columns.

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

Column Gutter: 1/6 inch-1 pica

Insert Rates:

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.

Folding 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 20 words, 25¢ per word thereafter, payable in advance. All classifieds are posted to our website, as well as printed in the newspaper.

Credit Policy:

New customers pay upfront for the first six months to establish credit.

Check, cash, money order,
VISA and Mastercard 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 upfront.

Delinquent account cannot qualify for contract discounts.

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)