

Cherokeean HERALD



Retail advertising rates effective

JANUARY 1, 2010

Closing time for all ads is 3 p.m. Mondays. Special deadlines will be posted for holiday issues of the paper.

ADVERTISING RATES

RETAIL	(Non Commissionable)	5.50
AGENCY RATES	(Subject to 15% commission)	6.48
INSERTS/CIRCULARS	(Circulation 4,200 every Wednesday)	77.381/thousand
COLOR	(in addition to original ad cost)	65 per color
		125 for four-color process

CLASSIFIED RATES

Payable in advance

1-20 words	5.00
Gross (less 15% discount)	5.88
Each word over 20	.10
Gross (less 15% discount)	.12
Also on Cable Channel 9, (minimum 5 days)	2.00 per day
Legal & Public Notices	5.50 per column inch plus 7.50 affidavit fee

SPECIAL CLASSIFICATIONS

Political ads- must be paid for in advance and must conform to all state and federal requirements, including disclaimer statements.

Tear sheets- will be furnished, in reasonable quantity, when requested at time of placing ad.

Mechanical Measurements - 6 column, (11.1528 inches wide x 21 inches deep). Column width is 1.7778 inches wide. The gutter in between columns is .125 inches.

Contract and Copy Regulations: We reserve the right to insert the word 'advertisement' in all ads, especially 'all-copy' ads which may be mistaken for news articles. Error-Proofs can be furnished for large ads, or the advertiser may proof his ad at the *Cherokeean Herald* office. The paper assumes no liability for errors in ads which have been proofed by advertiser. If the *Cherokeean Herald* is proven the cause of an error, a correction will be run in the next issue. No other liability, of any kind, can be assumed by this newspaper. All advertising accepted is subject to the approval of the publisher. We shall have the right to revise or reject in whole or in part of any ad. Position cannot be purchased or committed, but ads will be placed in the best position to accommodate requests.

Texas' Oldest Weekly Newspaper