



VILLAGE OF SALADO
RESOLUTION

No. 043

**A RESOLUTION OF THE BOARD OF ALDERMEN DESIGNATING AN
OFFICIAL NEWSPAPER FOR THE VILLAGE OF SALADO FOR FISCAL
YEAR 2005 - 2006**

WHEREAS, the Board of Aldermen finds that the Salado Village Voice newspaper is a paper of general circulation within the Village of Salado; and

WHEREAS, the Board of Aldermen finds that the Salado Village Voice:

- (1) devotes not less than 25% of its total column lineage to general interest items;
- (2) is published at least once each week;
- (3) is entered as 2nd class postal matter in the county where published; and
- (4) has been published regularly and continuously for at least 12 months before the governmental entity or representative publishes notice; and


WHEREAS, the Board of Aldermen finds that the Salado Village Voice newspaper is a publication that meets all of the criteria legally required of an officially designated newspaper for the Village of Salado; and

**NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF ALDERMEN OF THE
VILLAGE OF SALADO THAT:**

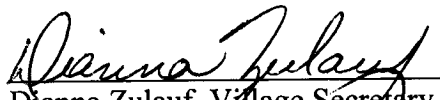
1. The Salado Village Voice is designated as the official newspaper for the Village of Salado for the fiscal year of 2005 – 2006, commencing on October 1, 2005.
2. The Village of Salado shall pay all applicable fees for its publications in the Village Voice as agreed upon between the Village and the Salado Village Voice per the attached price list.
3. Until September 30, 2006, the Village of Salado shall continue to publish in the Salado Village Voice each ordinance, notice or other matter required to be published by law.
4. This Resolution is effective immediately upon passage.

APPROVED AND PASSED this, the 15th day of December, 2005.

VILLAGE OF SALADO, TEXAS

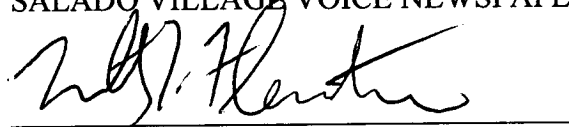

Rick Ashe, Mayor

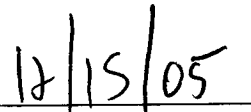
ATTEST:


Dianna Zulauf, Village Secretary

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SALADO VILLAGE VOICE NEWSPAPER


Tim Fleischer, Editor/Owner


Date

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

saladovillagevoice@earthlink.net

pdf files acceptable

photos jpg files acceptable

News releases

saladovillagevoice1@earthlink.net

Business Hours:

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

Circulation:

Paid

- 2,000 every Thursday
- Distributed on stands in every store, shop, restaurant, hotel and bed and breakfast inn in Salado, as well as distribution in Belton and Jarrell
- Mailed to subscribers.

Contact Persons:

Tim & Marilyn Fleischer
Publishers
Chris McGregor
Staff writer

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:

\$5 per column inch

51-100 col. inches per month:

\$4.75 per column inch

101-200 col. inches per month:

\$4.50 per column inch

201-300 col. inches per month:

\$4.25 per column inch

301-450 col. inches per month:

\$4 per column inch

Over 450 col. inches per month:

\$3.75 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:

\$2.50 per column inch

51-100 col. inches per month:

\$2.37 per column inch

101-200 col. inches per month:

\$2.25 per column inch

201-300 col. inches per month:

\$2.12 per column inch

301-450 col. inches per month:

\$2 per column inch

Over 450 col. inches per month:

\$1.88 per column inch

Rates effective January 1, 2004

Color Charges

Spot color is \$50.

Process color is available on limited pages.

1/4 or smaller: \$50

Over 1/4 page: \$60

Half page: \$80

Over half page: \$90

Full page: \$100

Technical Information:

Tabloid Size:

17" tall, published in two 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:

• 2500 preprinted Inserts in newspapers delivered to stands and in mail: **\$150**

Folding size:

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

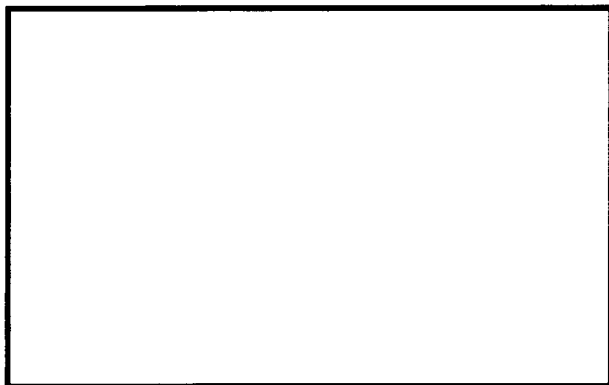
Folding Charge:

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

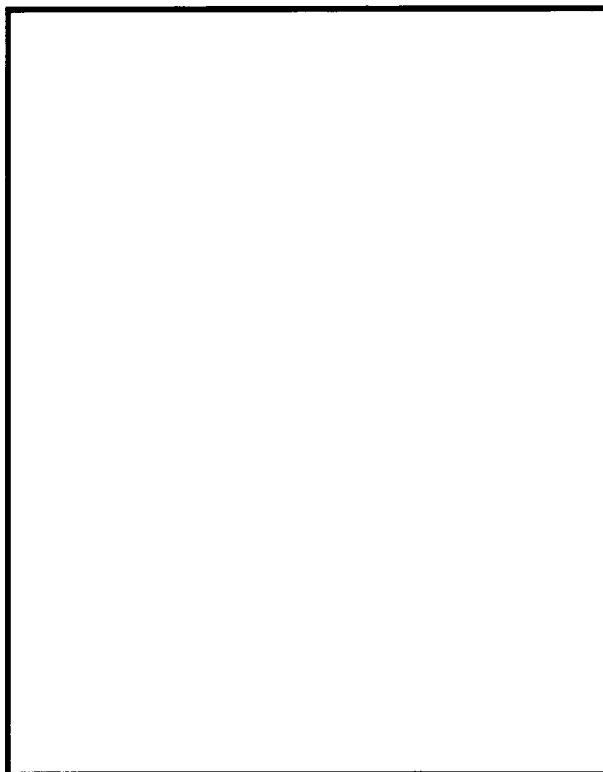
Classified Ad Rates:

\$5 for first 15 words, 20¢ per word thereafter, payable in advance. All classifieds are posted to our website, as well as printed in the newspaper.

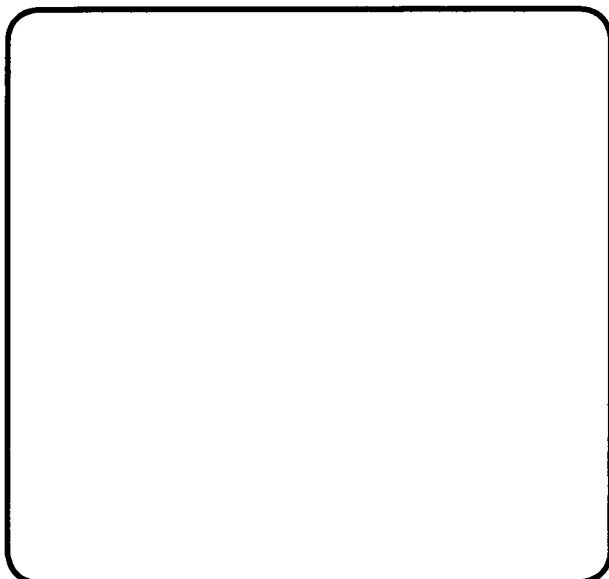
Typical Ad Sizes & Prices



2x2: One Time, \$20; Six Months, \$10 weekly

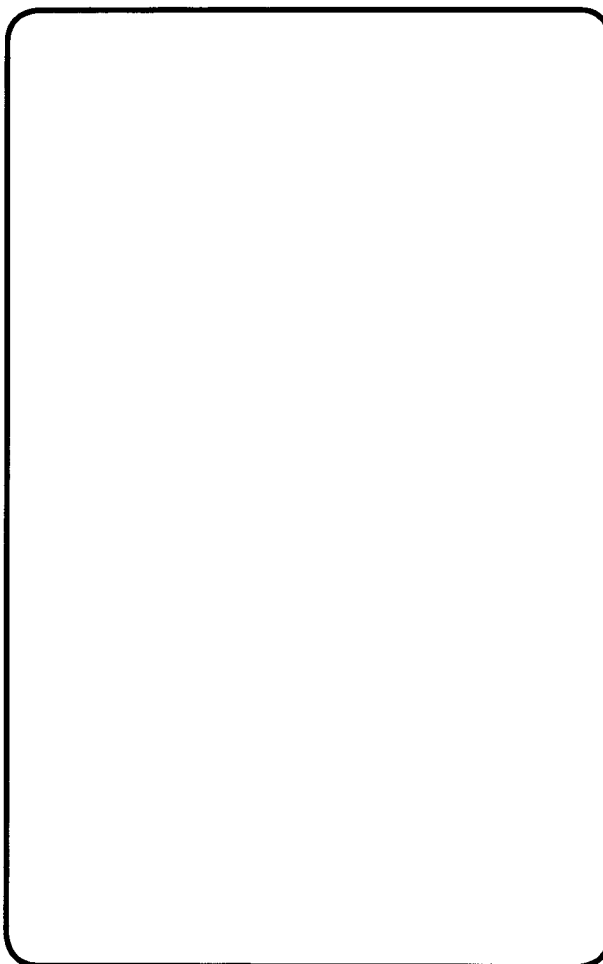
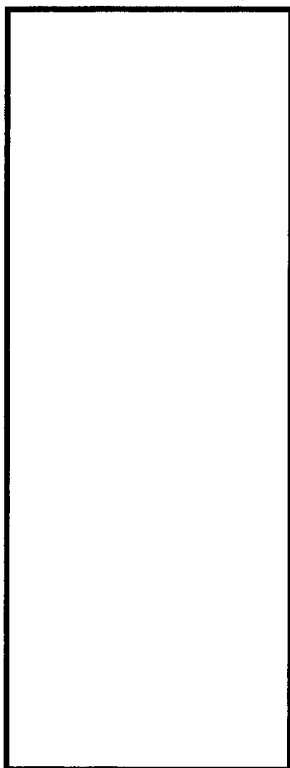


2x4: One Time, \$40; Six Months, \$20 weekly



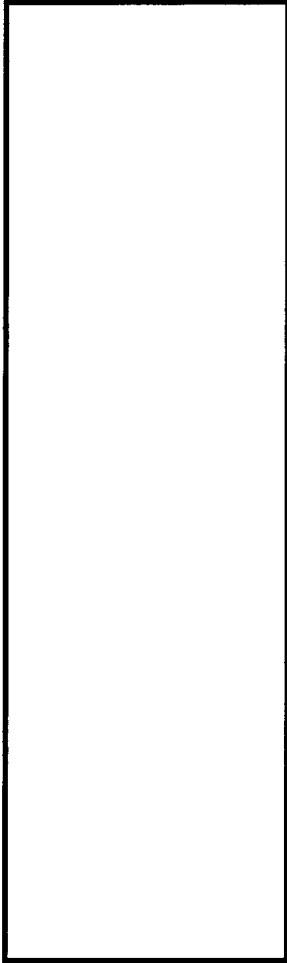
2x3: One Time, \$30; Six Months, \$15 weekly

**1x4:
One Time, \$20;
Six Months,
\$10 weekly**

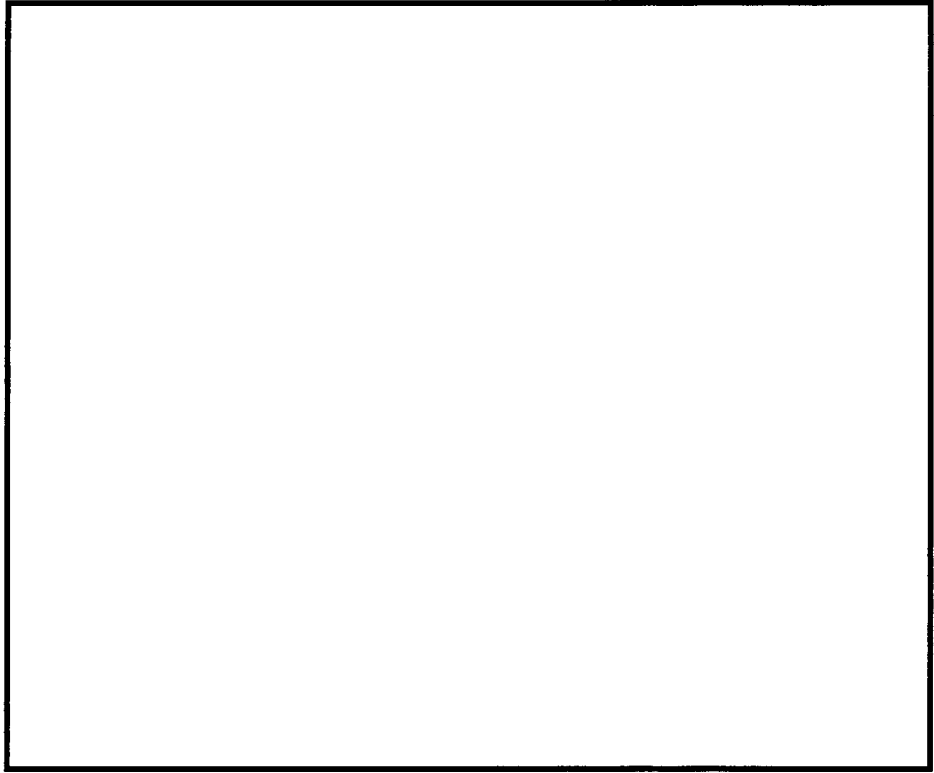


2x5: One Time, \$50; Six Months, \$25 weekly

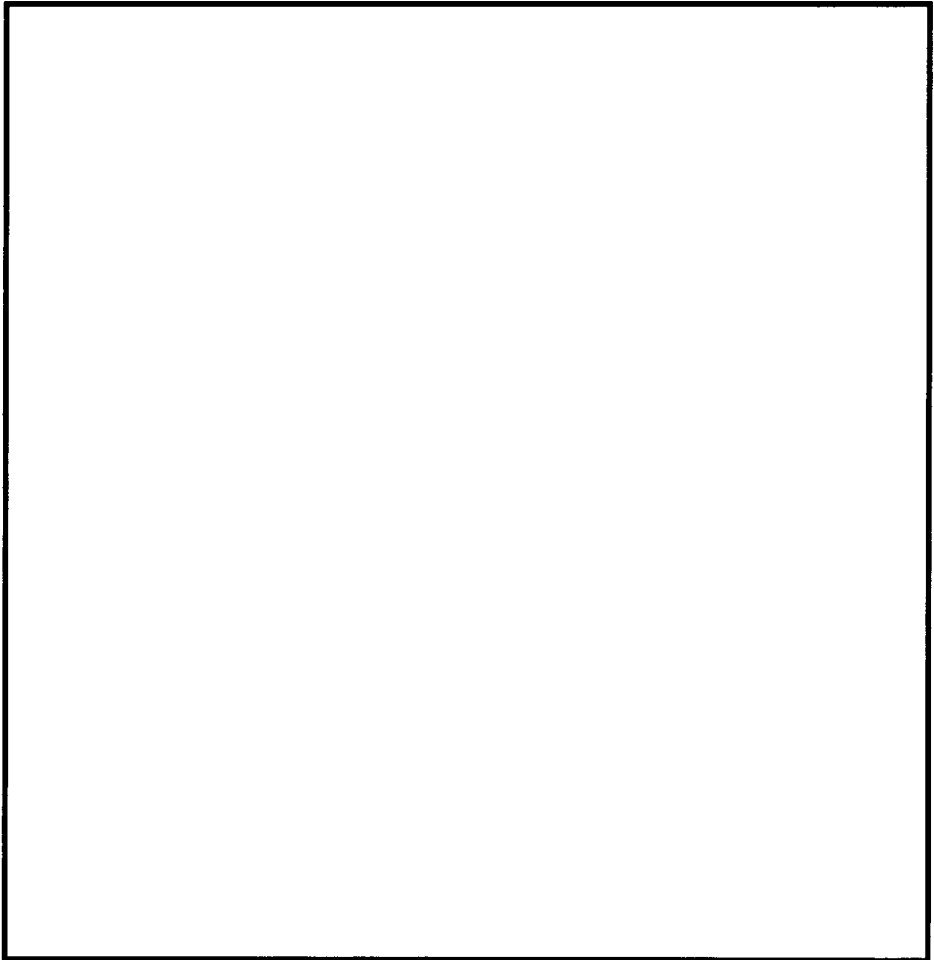
**Typical Ad
Sizes &
Prices**



**1x5:
One Time, \$25;
Six Months,
\$12.50 weekly**

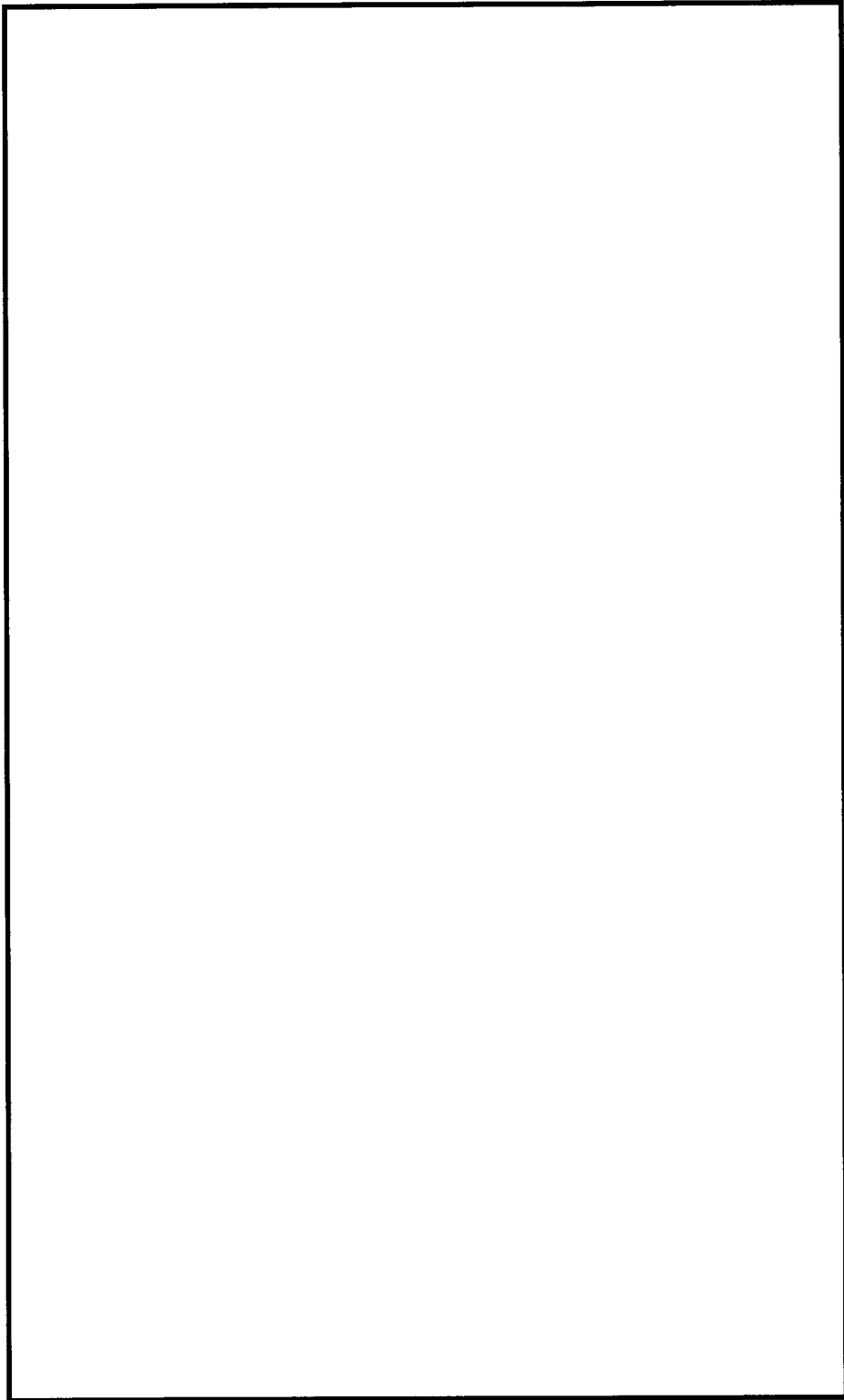


3x4: One Time, \$60; Six Months, \$30 weekly

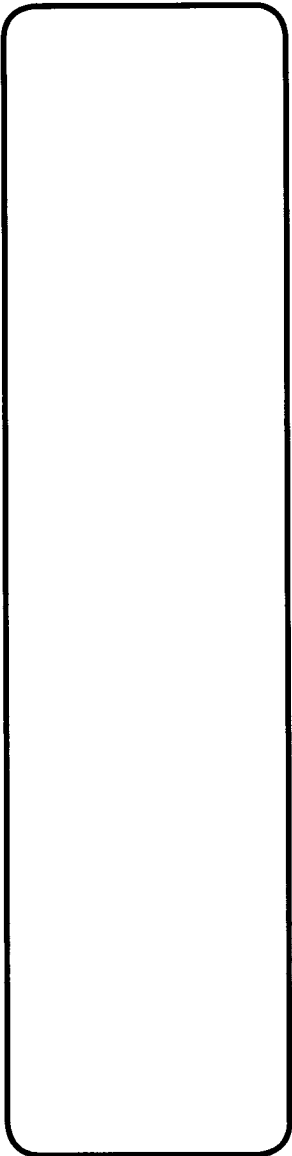


3x5: One Time, \$75; Six Months, \$35.55 weekly

Typical Ad Sizes & Prices

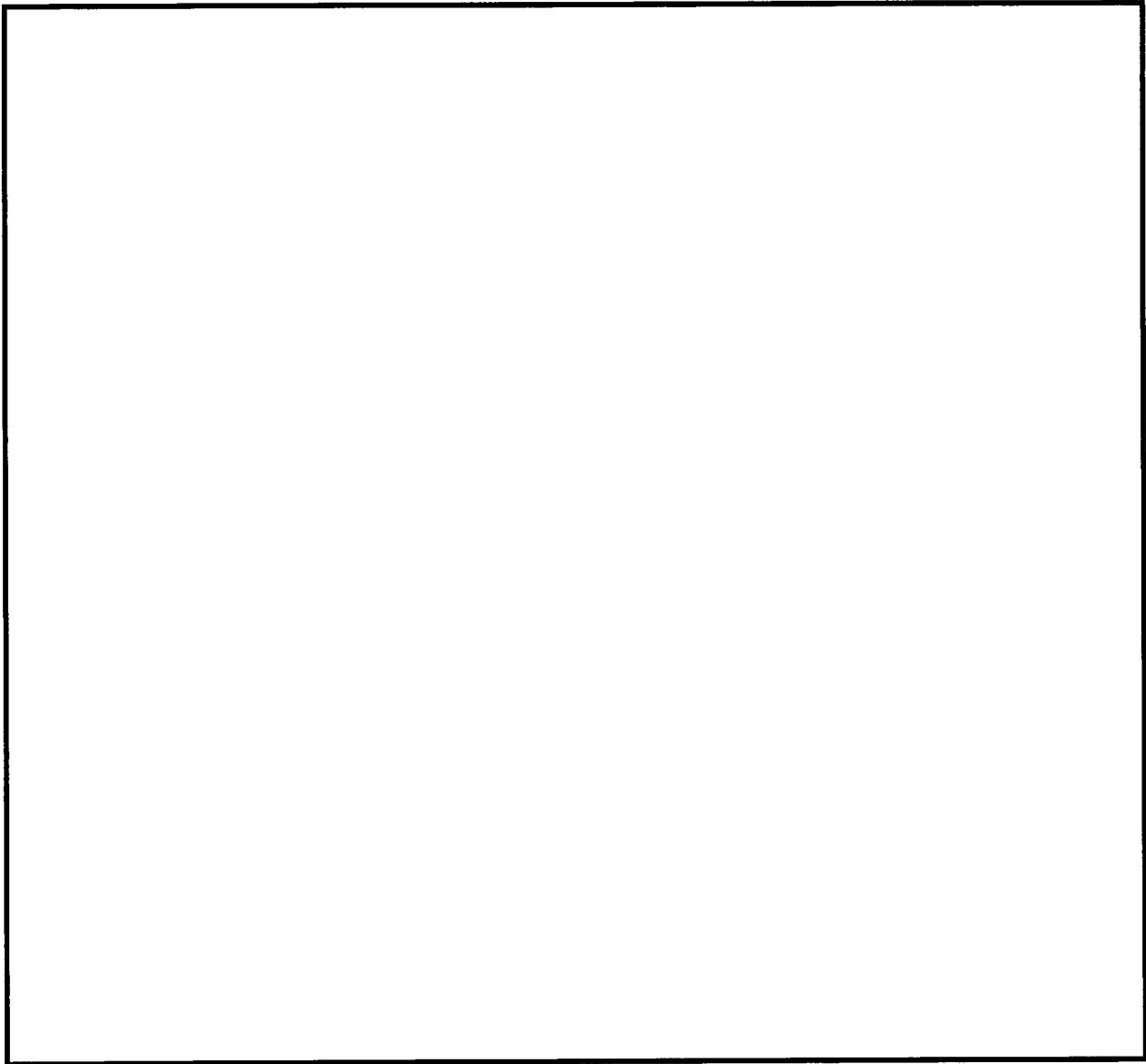


3x8: Quarter Page One Time, \$120; Six Months, \$56.88 weekly



**1x6:
One Time, \$30;
Six Months,
\$15 weekly**

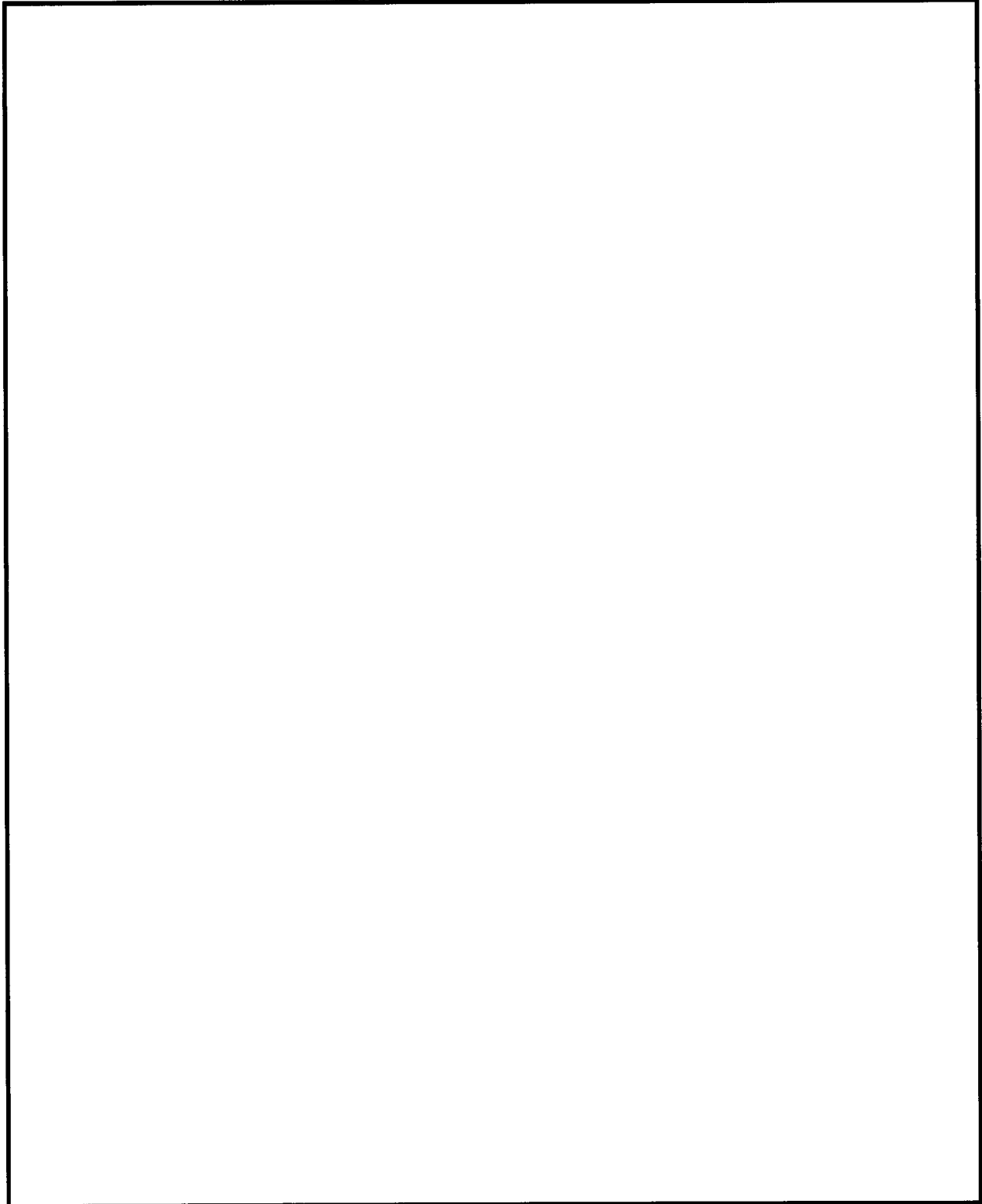
Typical Ad Sizes & Prices



4x6: Quarter Page: One Time, \$120; Six Months, \$56.88 weekly

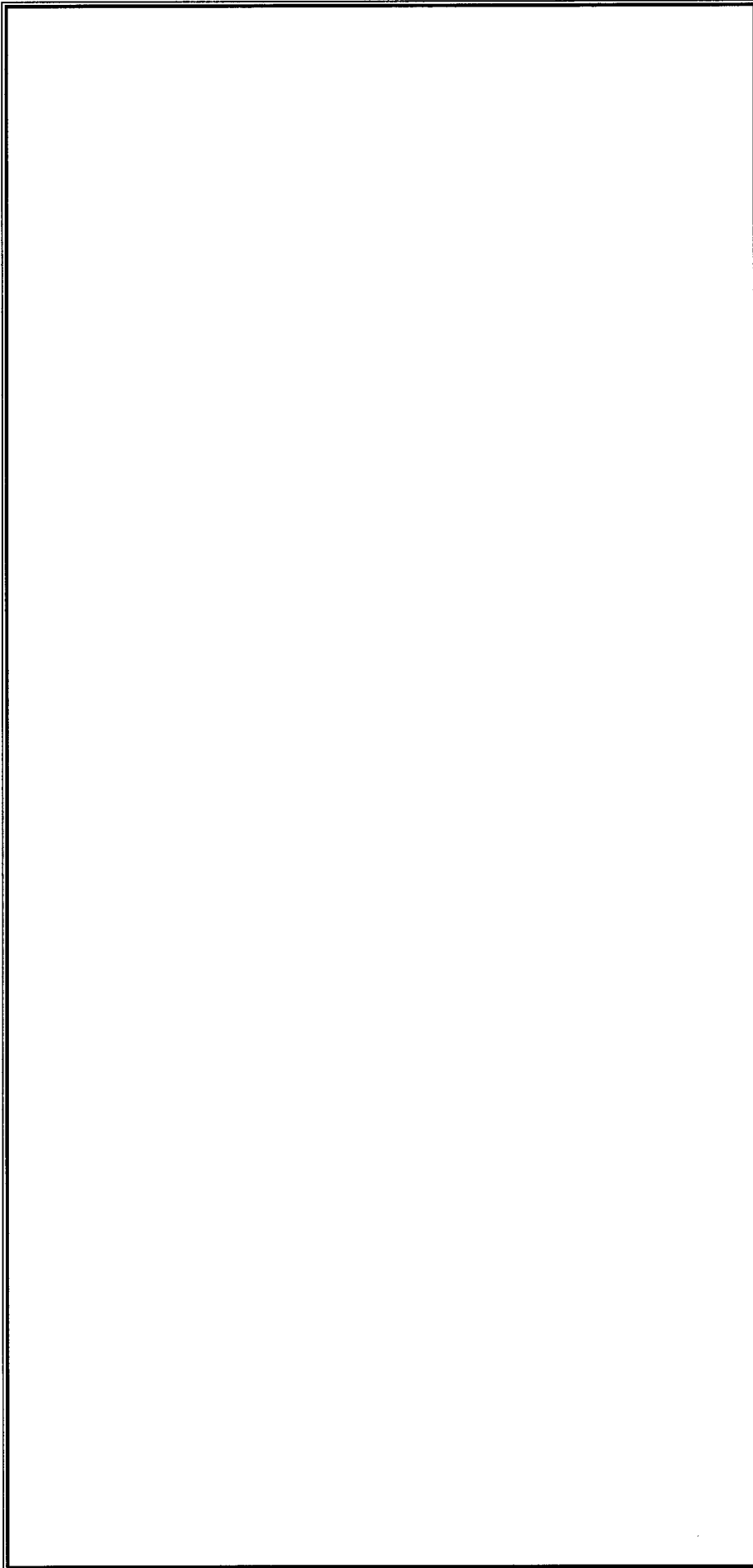
Typical Ad Sizes & Prices

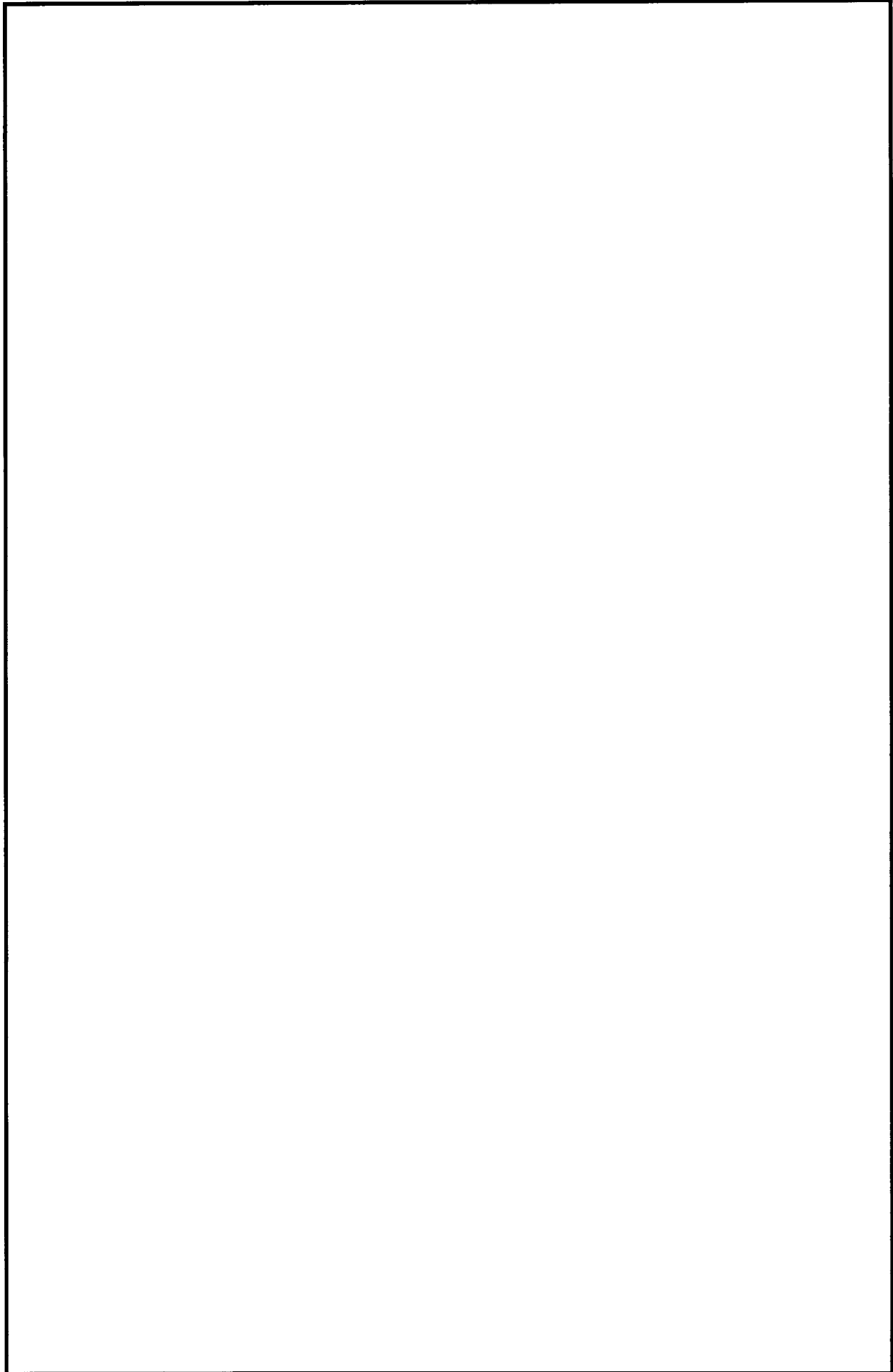
4x8: One Time, \$160; Six Months, \$72 weekly



**Typical Ad
Sizes &
Prices**

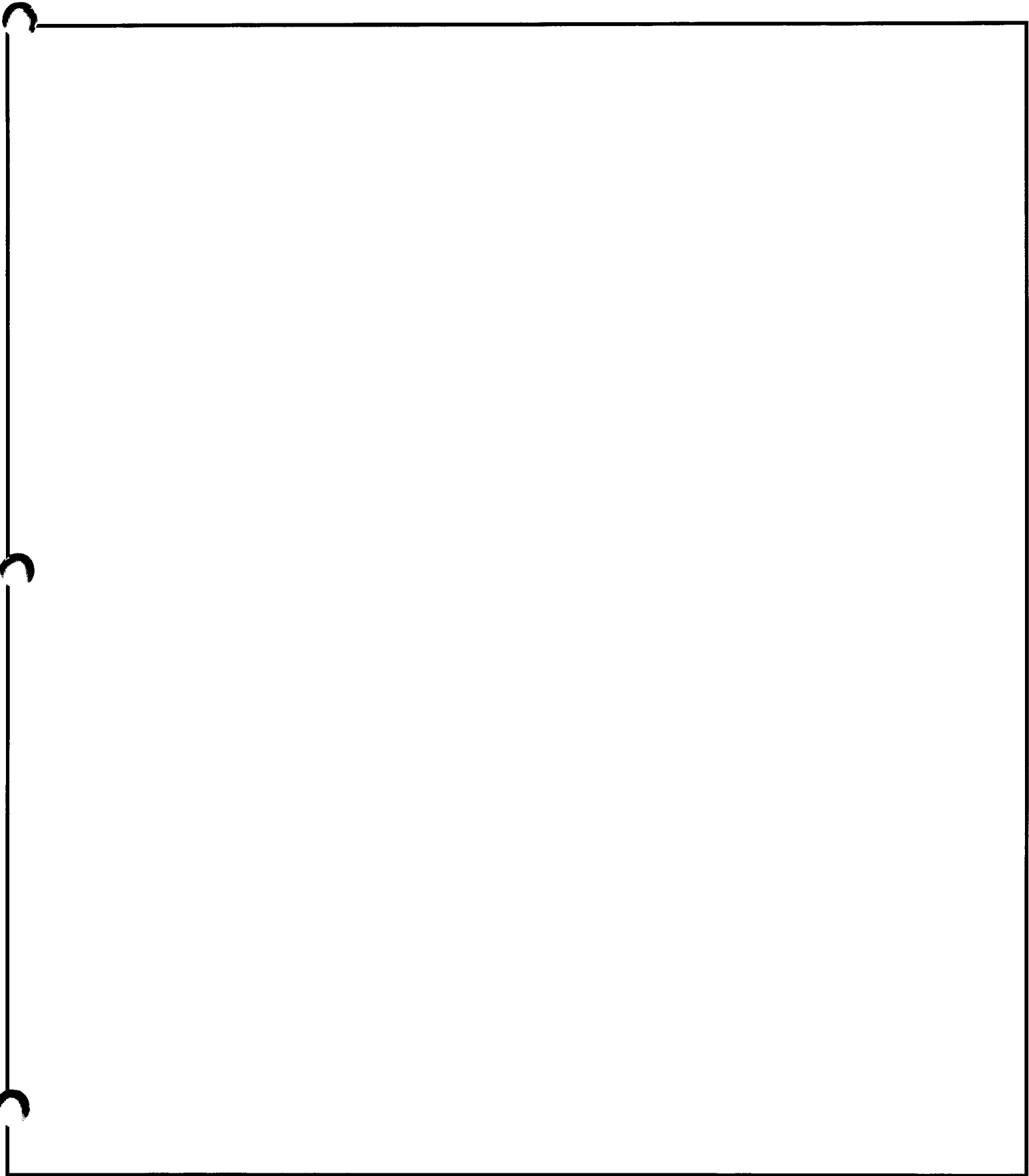
**3x10:
One Time, \$150;
Six Months,
\$67.50 weekly**





4x10: One Time, \$200; Six Months, \$90 weekly

Typical Ad Sizes & Prices



6x8: Half Page: One Time, \$240; Six Months, \$108 weekly