



VILLAGE OF SALADO  
RESOLUTION

No. 069

**A RESOLUTION OF THE BOARD OF ALDERMEN DESIGNATING AN  
OFFICIAL NEWSPAPER AND AN ALTERNATE OFFICIAL  
NEWSPAPER FOR THE VILLAGE OF SALADO FOR FISCAL YEAR  
2009 - 2010**

**WHEREAS,** the Board of Aldermen finds that the Salado Village Voice newspaper and the Temple Daily Telegram newspaper are both a paper of general circulation within the Village of Salado; and

**WHEREAS,** the Board of Aldermen finds that the Salado Village Voice and the Temple Daily Telegram:

- (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 2<sup>nd</sup> 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 and the Temple Daily Telegram are a publication that meets all of the criteria legally required of an officially designated newspaper for the Village of Salado; and

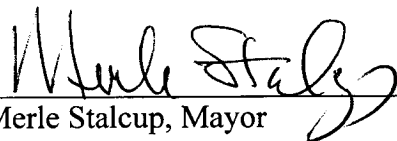
**NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF ALDERMEN OF THE  
VILLAGE OF SALADO THAT:**

1. The Salado Village Voice is designated as the official newspaper for the Village of Salado for the fiscal year of 2009 – 2010 and the Temple Daily Telegram is designated as the official alternate newspaper for the Village of Salado for the fiscal year of 2009 - 2010, commencing on October 1, 2009.
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. The Village of Salado shall pay all applicable fees for its publications in the Temple Daily Telegram as agreed upon between the Village and the Temple Daily Telegram.
4. Until September 30, 2010, 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.

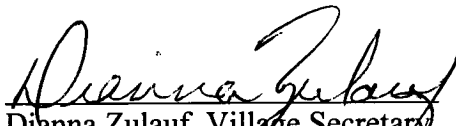
5. Until September 30, 2010, the Village of Salado may publish in the Temple Daily Telegram notices and other matters required to be published by law and which do not require publication in the official newspaper.
6. This Resolution is effective immediately upon passage.

**APPROVED AND PASSED this, the 17th day of September, 2009.**

**VILLAGE OF SALADO, TEXAS**

  
Merle Stalcup, Mayor

**ATTEST:**

  
Dianna Zulauf, Village Secretary

# 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

- 2,500 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*  
Stephanie Hood  
*Advertising Composition*

## 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 July 9, 2004*

## Color Charges

Spot color is \$50.

Process color is available  
on limited pages.

1/8 - 1/4 page : \$50

Over 1/4 page: \$65

Half page: \$80

Over half page: \$90

Full page: \$100

## 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:

• 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 the newspaper.

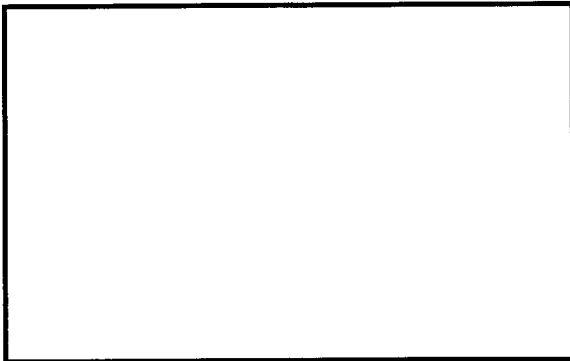
### Folding Charge:

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

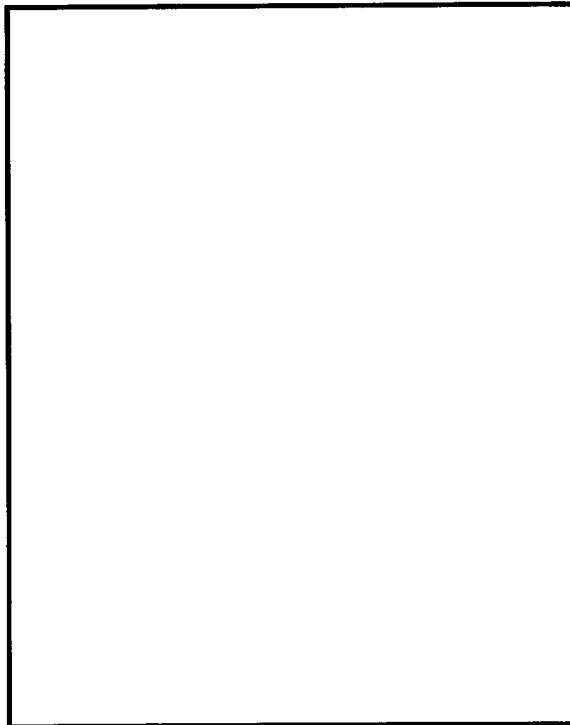
### Classified Ad Rates:

\$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.

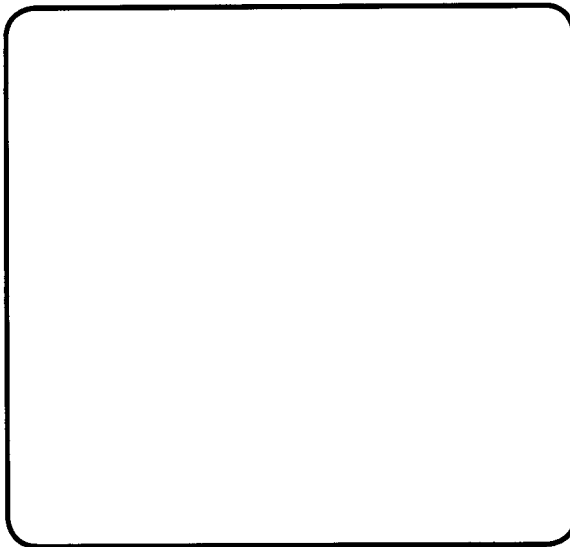
# Typical Ad Sizes & Prices



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

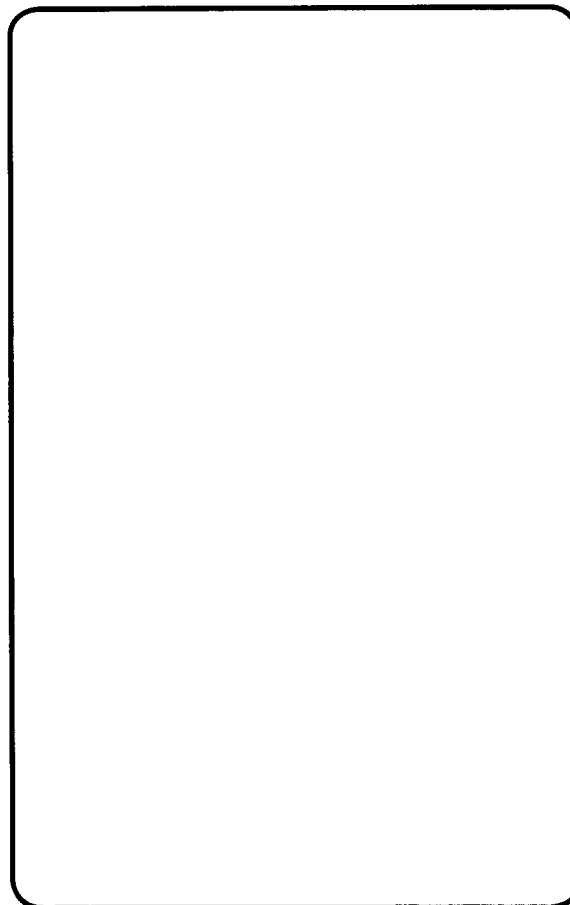
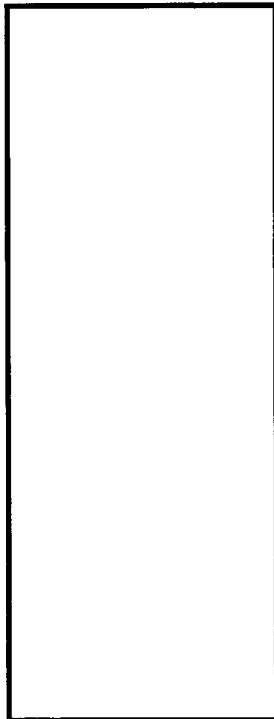


**2x4: One Time, \$40; Six Months, \$20 weekly**



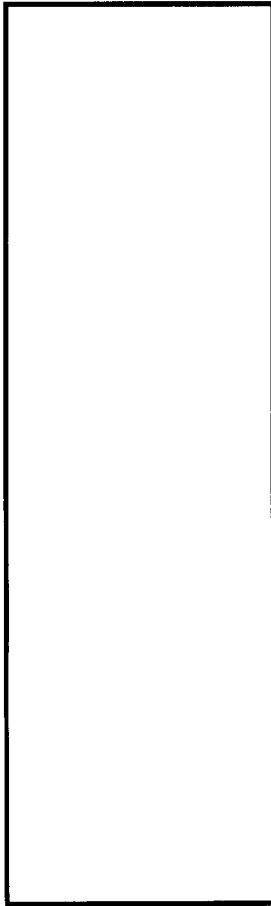
**2x3: One Time, \$30; Six Months, \$15 weekly**

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

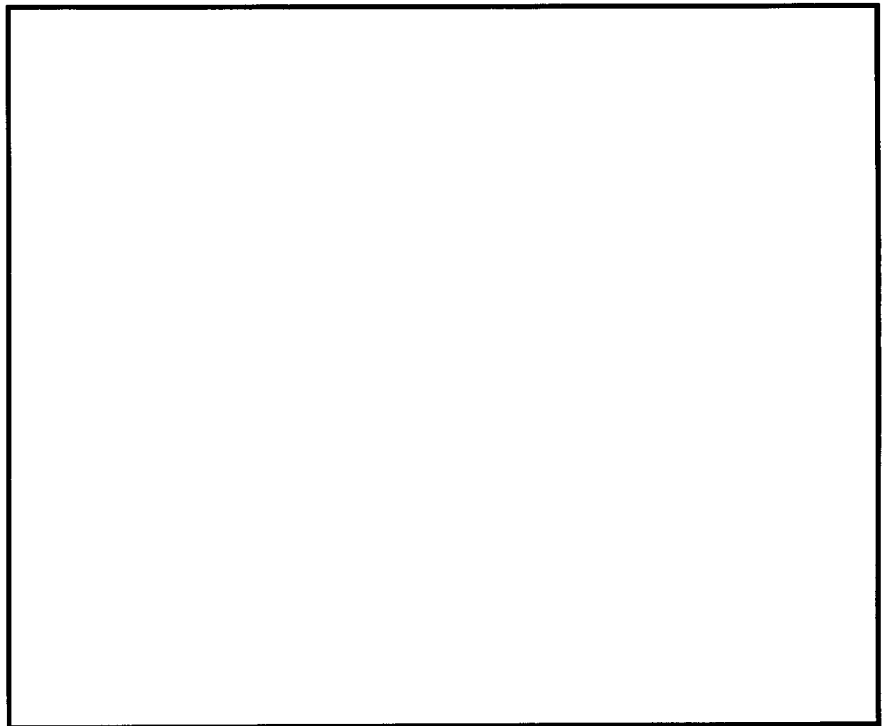


**2x5: One Time, \$50; Six Months, \$25 weekly**

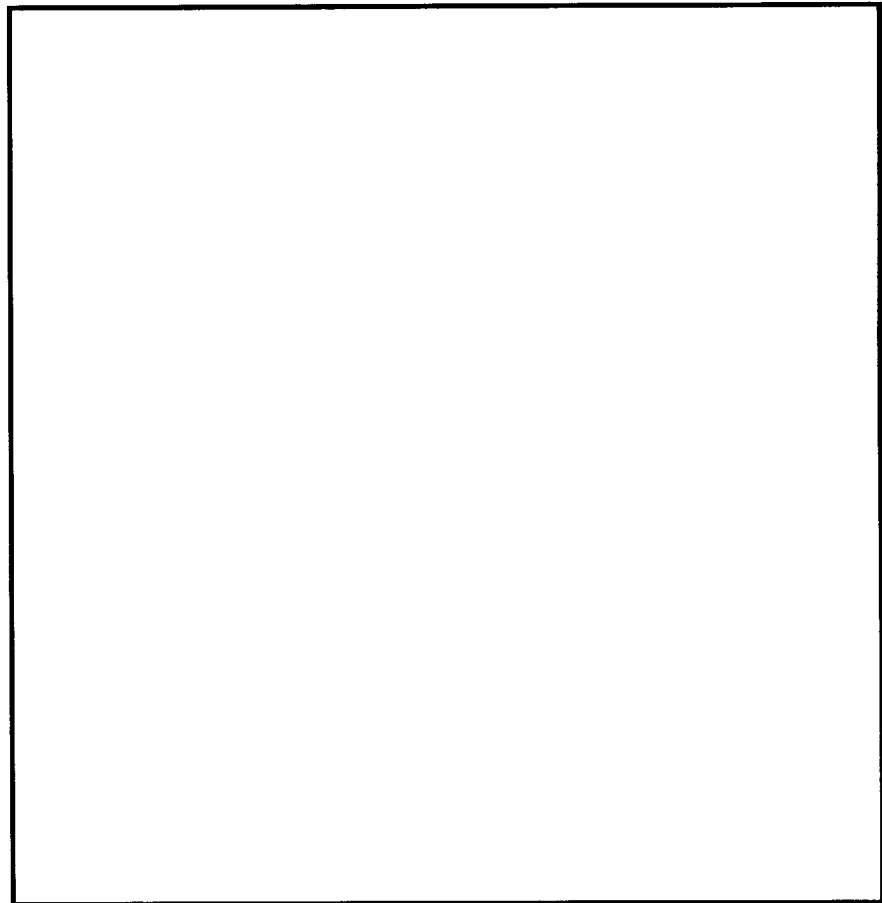
**Typical Ad  
Sizes &  
Prices**



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

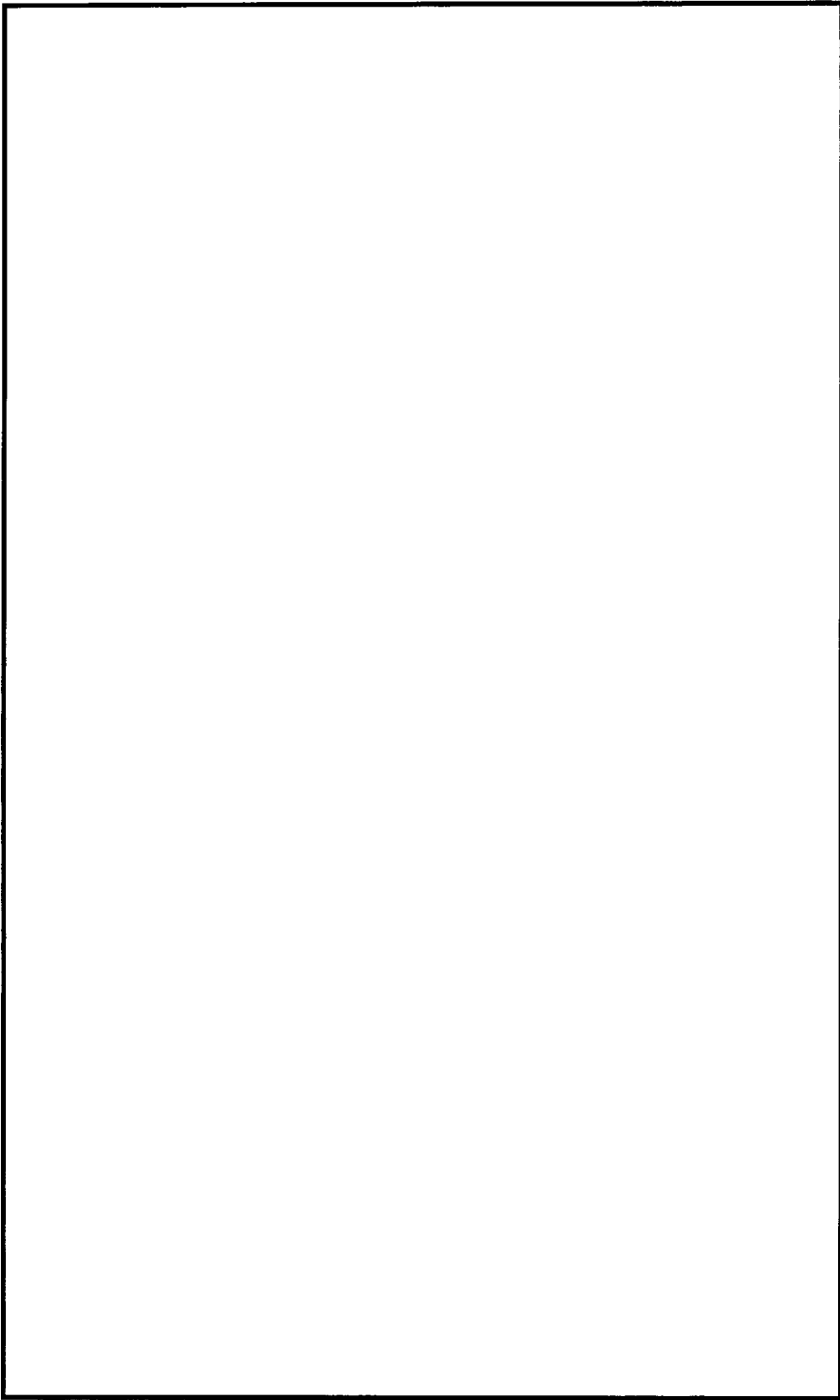


**3x4: One Time, \$60; Six Months, \$30 weekly**

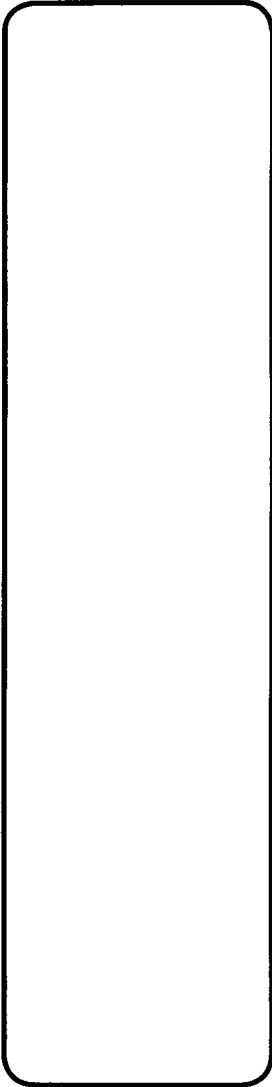


**3x5: One Time, \$75; Six Months, \$35.55 weekly**

# Typical Ad Sizes & Prices

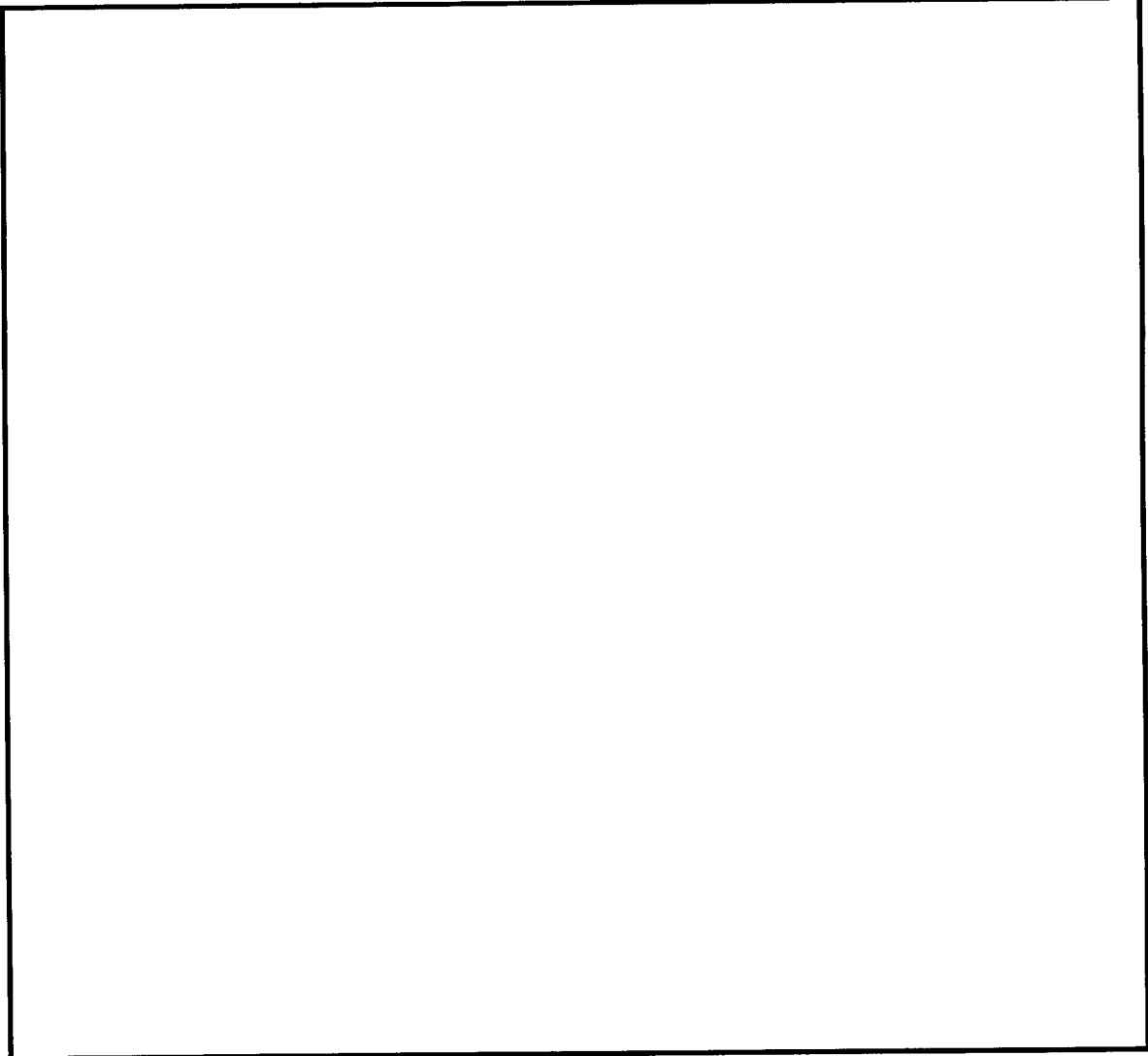


**3x8: Quarter Page One Time, \$120; Six Months, \$56.88 weekly**



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

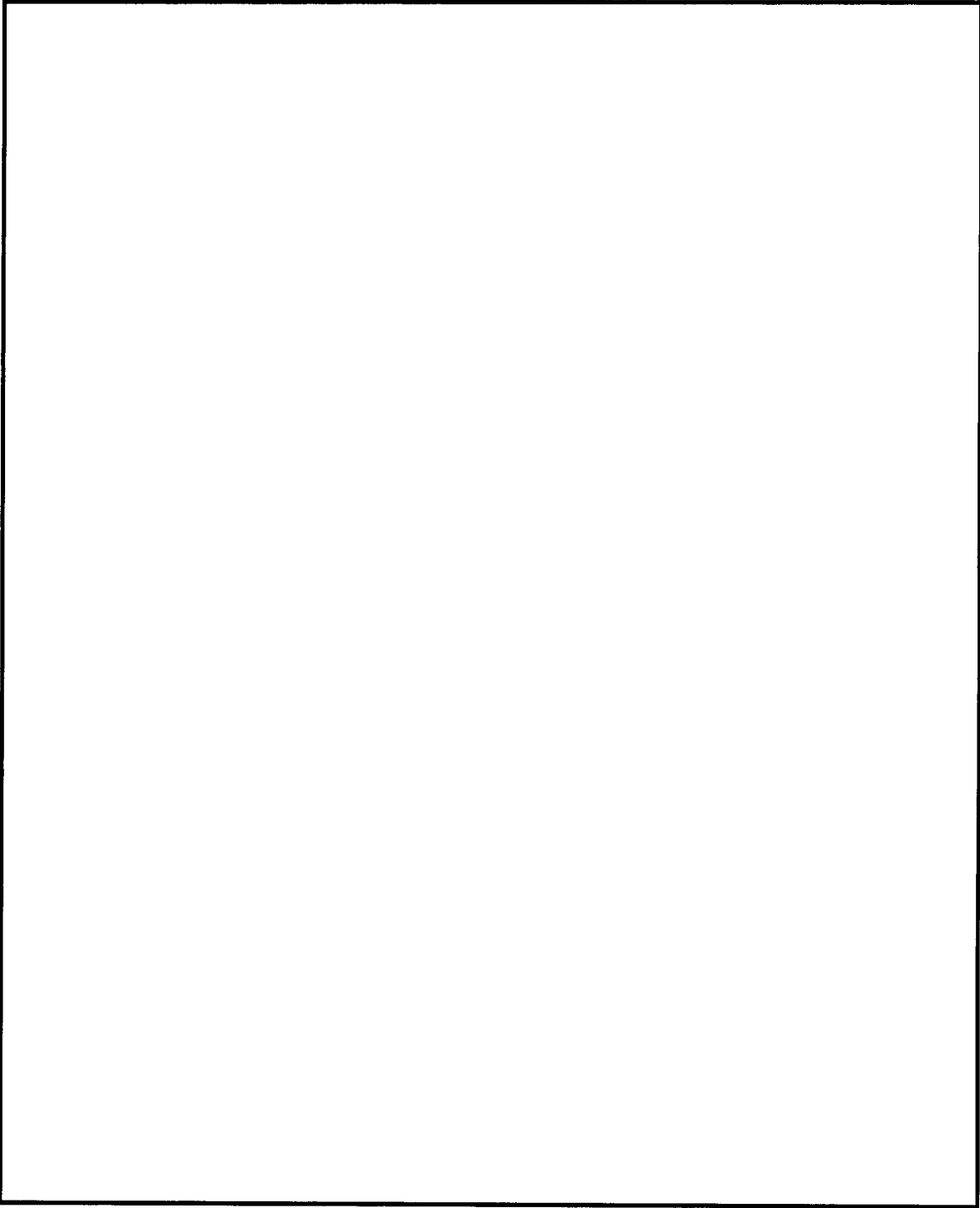
# Typical Ad Sizes & Prices



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

# Typical Ad Sizes & Prices

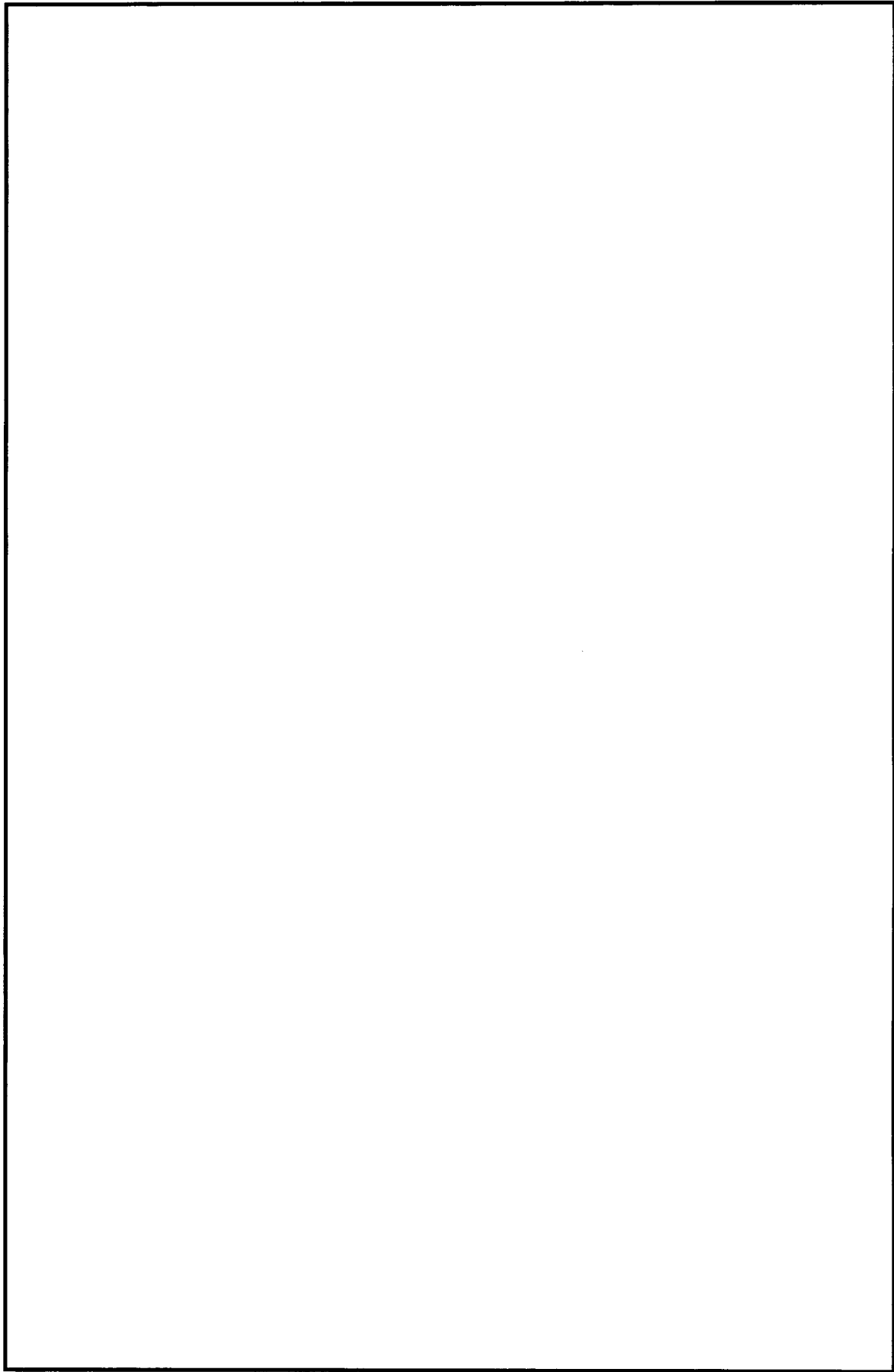
4x8: One Time, \$160; Six Months, \$72 weekly





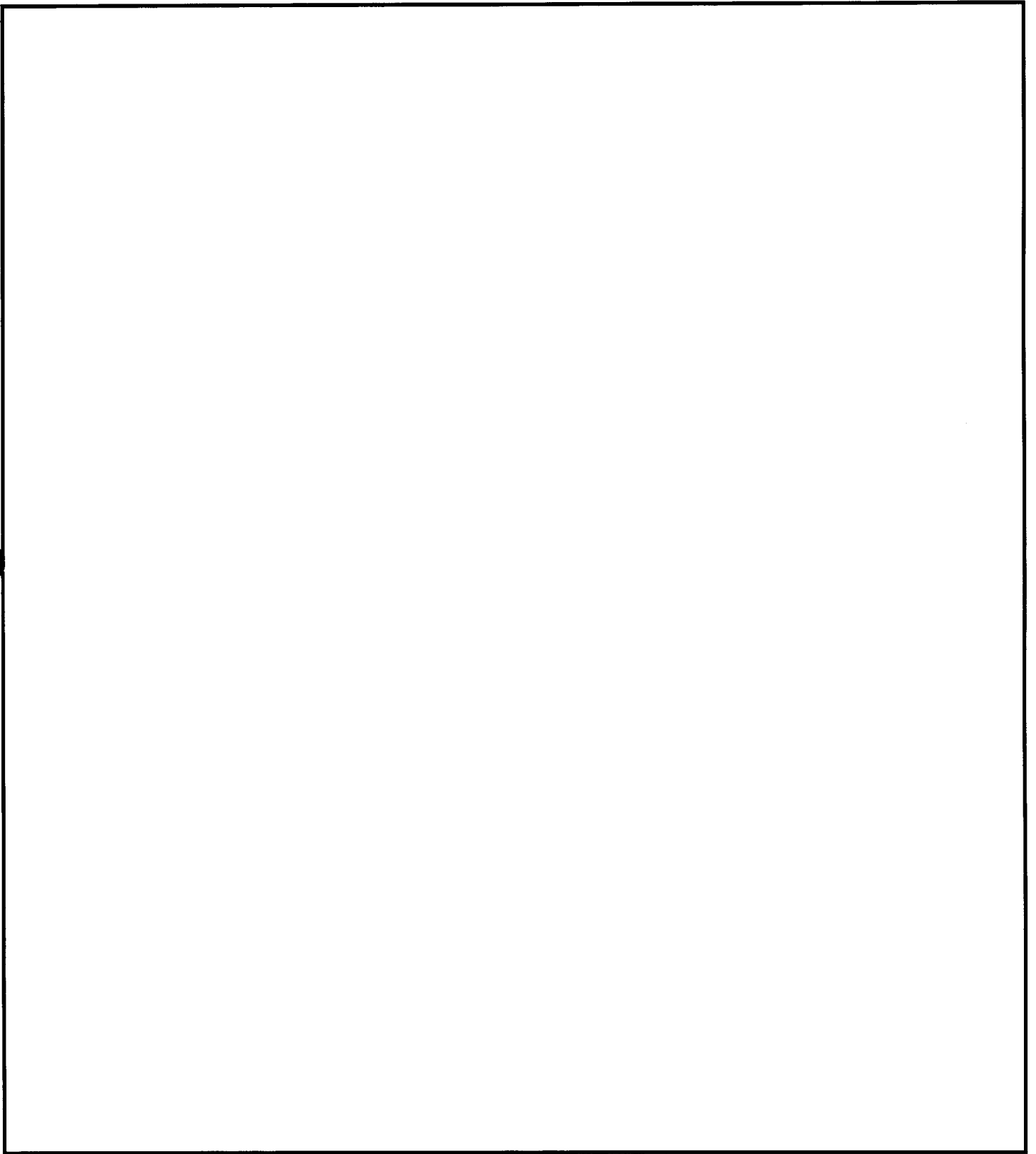
**Typical Ad  
Sizes &  
Prices**

**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**