



VILLAGE OF SALADO
RESOLUTION

No. 079

**A RESOLUTION OF THE BOARD OF ALDERMEN DESIGNATING AN
OFFICIAL NEWSPAPER AND AN ALTERNATE OFFICIAL
NEWSPAPER FOR THE VILLAGE OF SALADO FOR FISCAL YEAR
2011 - 2012**

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 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 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.

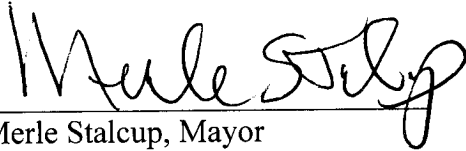
**NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF ALDERMEN OF THE
VILLAGE OF SALADO THAT:**

1. The Salado Village Voice is designated as the official newspaper for the Village of Salado for the fiscal year of 2011 – 2012 and the Temple Daily Telegram is designated as the official alternate newspaper for the Village of Salado for the fiscal year of 2011 - 2012, commencing on October 1, 2011.
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, 2012, 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.

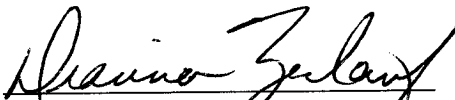
5. Until September 30, 2012, the Village of Salado may publish in the Temple Daily Telegram notices and other matters required to be published by law and which do not require publication in the official newspaper.

APPROVED AND PASSED this, the 15th day of September, 2011.

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

- 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

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

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

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)