
Salado Village Voice

P. O. Box 587, Salado, TX 76571 • (254) 947-5321

saladovillagevoice.com

Mailing Address:

P.O. Box 587
Salado, TX 76571

Shipping Address:

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

Contacts:

Display Advertising

advertising@saladovillagevoice.com

Classified Ads

classifieds@saladovillagevoice.com

News releases

news@saladovillagevoice.com

Business Hours:

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

Circulation: Paid

- * 1,500 circulation
- * Thursday distribution

Mailed first-class to subscribers and distributed on stands in every store, restaurant and lodging in Salado.

Contact Persons:

Tim & Marilyn Fleischer
Publishers
Stephanie Hood
Ad Composition
Royce Wiggin
Office Assistant-Classifieds

Deadlines:

Display Ads - Noon Fri.
Classified Ads- Noon Mon.

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

*technical updated April 2015
ad rates set November 2009*

Color available on limited pages.

Up to 1/4 page : \$75

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

1/2 page-full page: \$150

Technical Information:

Broadsheet Size:

22.5 inches tall, published in 4 sections

Print Area:

10" wide, 21.5" tall, 6 columns

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

Column Gutter: 1/6 inch: 1 pica

300 dpi minimum

ads-pdf files acceptable

photos -jpg files acceptable

Insert Rates: \$150

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.

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

Credit Policy:

Check, cash, money order, credit cards 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 in advance. **Delinquent accounts are disqualified for discounted rates.**

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

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 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)