



VILLAGE OF SALADO
RESOLUTION

No. R-2015-122

**A RESOLUTION OF THE BOARD OF ALDERMEN DESIGNATING AN
OFFICIAL NEWSPAPER AND AN ALTERNATE OFFICIAL
NEWSPAPER FOR THE VILLAGE OF SALADO FOR FISCAL YEAR
2015 - 2016**

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 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 publications that meet 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 2015 – 2016 and the Temple Daily Telegram is designated as the official alternate newspaper for the Village of Salado for the fiscal year of 2015 - 2016, commencing on October 1, 2015.
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, 2016, the Village of Salado shall continue to publish in the Salado Village Voice each notice or other matter required to be published by law.

5. Until September 30, 2016, 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 17th day of September, 2015, by a vote of
 5 ayes to 0 nays to 0 abstentions.

VILLAGE OF SALADO, TEXAS


Skip Blancett, Mayor

ATTEST:


Mary Ann Ray, Village Secretary

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

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)