

The Wimberley View

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 Publishes on Thursdays | P.O. Box 49, Wimberley, TX 78676 | Phone: 512.847.2202

Rate Card • Effective January , 2017

LOCAL DISPLAY RATES

*All retail rates are noncommissioned - Per calendar month

OPEN RATE	\$13.00 per column inch
5-29 inches	\$10.00 per column inch
30-125 inches	\$ 8.25 per column inch
126-251 inches	\$ 7.50 per column inch
252+ inches	\$ 6.25 per column inch

NATIONAL DISPLAY RATES*

13.00 per column inch

*Fifteen percent commission to recognized agencies only.
 All other rates on this card are net.

FOOTER RATES*

Front Page \$150.00 • Sports \$100.00 • Neighbors \$75.00

*One advertiser per day.

COLOR RATES

Black and ONE Color.....\$100.00
 Full Process Color.....\$250.00

CLASSIFIED DISPLAY RATE

RATE: \$13.00 pci = 1x; \$9.00 pci = 2x
 \$8.00 pci = 3x; \$7.00 pci = 4x

CLASSIFIED BUSINESS & SERVICE DIRECTORY

A 2 Column x 2 inch ad which includes any artwork and/or logos for \$100.00 per month.
 Ads in the Business & Services Directory run every edition. Also includes the web site.

Combo discount rates available ★ Contract rates available

PRE-PRINT RATES

Preprints are billed per thousand based on quantity received

PRE PRINT GUIDELINES

- Inserts should be reserved 15 days prior to Thursday distribution and be in house 10 days prior. Daily inserts should be reserved 10 days prior and be in house seven days prior to daily distribution.
- Pack and band inserts on skids convenient for handling, 2,000 pounds or less per skid.
- Cancellation must be received 12 days prior to insertion date
- Deliver to Mailroom supervisor. 1910 IH-35 South, San Marcos, TX 78666
- Receiving hours: 8 a.m. to 4:30 p.m. Monday through Friday

TAB PAGES

SINGLE SHEET	\$60.00
4-8	\$65.00
12-14	\$70.00
16	\$75.00
20	\$80.00
24	\$85.00
28	\$92.00
32	\$98.00
36	\$103.00
40	\$109.00
44	\$115.00
48	\$118.00

Over 48 Please call for rates

COLOR X-PRESS INSERTS

Rates are based on cost per thousand and include design, production, printing and distribution. Reserve 21 days prior to publication.

SINGLE SHEET

8.5" x 11"
 as low as \$125

FRONT PAGE NOTES

Rates are based on cost per thousand and include design, production, printing and distribution. Reserve 21 days prior to publication.

Copy changes \$200 per change

1 Color	\$103.00
2 Colors	\$111.00
3 Colors	\$116.00

CIRCULATION

Our coverage area includes: Wimberley

ADVERTISING DEADLINES:

By 5 p.m. on the Friday prior to publication

COMMISSION AND TERMS OF PAYMENT: Credit accounts must be established with our Business Office before charges can be made. Prior to an account being established, all rates are cash in advance. All bills are due and payable upon receipt. Bills not paid in a reasonable amount of time will be subject to collection and/or legal action. GENERAL RATE POLICIES ALL CLASSIFICATIONS: Rates and conditions subject to change on 30 days notice. Advertising set to resemble editorial matter must be marked "Advertisement". The San Marcos Daily Record reserves the right to edit, alter or omit any advertisement. Advertisements are conditionally accepted by the San Marcos Daily Record, subject to approval by the management. The San Marcos Daily Record reserves the absolute right, at its sole discretion, to refuse any advertisement submitted for publication. Should an advertisement be rejected, any deposit will be promptly refunded. All property rights, including any copyright interest to an advertisement produced for you by The San Marcos Daily Record using artwork and/or typography furnished or arranged by us, shall be the property of The San Marcos Daily Record. No such ad or any part thereof may be reproduced without proper consent of the San Marcos Daily Record. ERRORS: It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustment will be made by the publisher for errors not corrected after the first day. The Publisher reserves the right to revise or reject, at his opinion, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition, or to clarify any advertisements. All ads subject to credit approval.

SERVING THE HILL COUNTRY SINCE 1976