



2021

advertising rates

TEMPLE DAILY TELEGRAM

tdtnews.com
254-778-4444

Rates effective January 1, 2021

PERSONNEL

Publisher, Mrs. Frank W. Mayborn
General Manager, Don Cooper
Advertising Director, Lauren Ballard
Creative Services Manager, Carol Vance

REPRESENTATIVES

Temple Daily Telegram
P.O. Box 6114
Temple, TX 76503-6114
(254) 778-4444
www.tdtnews.com

Fax:

Retail: (254)778-2117
Classified: (254)771-3516

Email:

Retail: advertiz@tdtnews.com
Classified: tdtads@tdtnews.com

GENERAL RATE POLICY

- At certain times, advertising rates must be adjusted; when this is necessary, the Temple Daily Telegram will give 30 days written notice of such an adjustment. After the 30 days, the new rates shall apply.
- All political advertising must be paid in advance. Each ad must carry a line "Paid Political Advertising by..." Local candidates will receive the same rates as regular retail advertisers.
- Beer, wine, liquor & tobacco advertising accepted. Moral or sexually oriented material deemed inappropriate for a family newspaper are not acceptable.
- All advertising charges are due the 25th of the month following the month of insertion.
- We will make every effort to comply with requests for certain positions in the newspaper. Unfortunately, we are not always able to do this. We do not make provision for guaranteed position.
- Contract rates apply only to individually owned businesses. Multiple Advertiser Ads will be billed at open rate and will not be subject to any discounts. Contract rates will not apply. Billing will be made to only one advertiser per ad.
- The Temple Daily Telegram reserves the right to discontinue advertising immediately if bills are not paid when due. Statements will be assumed to have been received and correct unless notice in writing, or in person, is given to the Temple Daily Telegram within the first 25 days of the month that bill is due.

RETAIL ADVERTISING RATES

6-Column Format (Standard Advertising Unit)

Mon.-Sat. \$21.00 col. in. \$22.50 col. in.
Contract advertising rates available.

Mon.-Sat.

Sunday

NATIONAL RATE \$24.50 col. in. \$26.50 col. in.
15% commission to recognized agencies.

PICK-UP RATE

Any display advertisement run at full cost qualifies for 50% discount in rate on second run, and on additional runs without copy change within six days of the first insertion. Sundays excluded. Color is excluded.

CHURCH PAGE SPONSORS

Signature Ad (6-month minimum) \$12.00 weekly

NON-PROFIT RATE

Non-profit form 501 C-3 issued by IRS required
Mon.-Sat. \$17.50 col. in. Sunday \$19.00 col. in.

PRE-PRINT RATES

FULL RUN

ZONED

Standard Card (Up to 8½" x11")	\$40.50/M	\$45.50/M
4-pg. Tabloid (2-pg. standard)	\$55.50/M	\$60.50/M
8-pg. Tabloid (4-pg. standard)	\$55.50/M	\$60.50/M
12-pg. Tabloid (6-pg. standard)	\$57.50/M	\$62.50/M
16-pg. Tabloid (8-pg. standard)	\$59.50/M	\$64.50/M
20-pg. Tabloid (10-pg. standard)	\$61.50/M	\$66.50/M
24-pg. Tabloid (12-pg. standard)	\$63.50/M	\$68.50/M

Call for pricing on larger inserts.

Please check with Advertising Department for quantities needed.

GUIDELINES FOR PRE-PRINTED INSERTS

- Reservations should be made 10 days in advance of desired insertion date. Publisher reserves the right to select leeway insertion dates. Orders will not be taken more than 90 days in advance of publication. No pre-print will be accepted that will hamper production and cause delay in production deadlines.
- Supplements must be delivered to Temple Daily Telegram, KDH Printing, 1809 Florence Road, Killeen, TX 76541 five days prior to the accepted date of inserting. Pre-prints accepted Monday - Friday 8 am to 3 pm with maximum skid weight of 1500 lbs. Pre-prints not arriving by above mentioned date may be subject to delayed insertion, regardless of prior confirmation.
- Pre-printed sections are accepted subject to Telegram advertising department confirmation only.
- Publisher cannot be responsible for supplements that are poorly printed, badly bundled or damaged. If inserts are received requiring restacking, etc., additional charges of \$30.00 per man hour will be made.
- The Frank Mayborn Enterprises d/b/a Temple Daily Telegram shall not be responsible for physical and/or consequential losses of supplements.
- Format of the first page should not create the impression of a piece of third class mail. Indicia printed products are not acceptable.
- Pre-printed sections must not exceed 10¾" wide x 11" height and not be smaller than 5"x7". Acceptable pre-prints will be limited to square or rectangular shapes. Other sizes considered.

CLASSIFIED ADVERTISING RATES

9-Column Format (Standard Advertising Unit)

	Mon.-Sat.	Sunday
Local Rate	\$18.00 col. in.	\$19.25 col. in.

	Mon.-Sat.	Sunday
NATIONAL RATE	\$23.00 col. in.	\$24.75 col. in.

15% commission to recognized agencies.

CLASSIFIED WORD ADS

15 word minimum. Rates are per word for consecutive days insertion. Deadline 2 p.m. day prior to next day publication. Exceptions: Sunday and Monday deadlines are 2 p.m. Friday. Some categories require advance payment. Call for quote.

BLIND BOX AD SERVICE

	Mon.-Sat.	Sunday
Available for Pick-up	\$16.00 per box	
Available for Mailed	\$19.00 per box	
Legal Notices	\$17.50 col. in.	\$18.75 col. in.

(Legal Notices Deadline: 2 days prior to publication)

NON PROFIT DISPLAY RATE

Non-Profit Form 501-C3 issued by IRS required.

Mon.-Sat.	\$17.50 col. in.	Sunday.	\$18.75 col. in.
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PICK-UP RATE

Any Classified display advertisement run at full-cost qualifies for 50% discount in rate on second run, and on additional runs without copy change within six days of the first insertion. Sundays excluded. Color is excluded.

COLOR RATES - RETAIL & CLASSIFIED

LOCAL COLOR RATES:

Black and Three Colors	\$455
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All color rates are per advertisement, per page, no minimum size, per day. If special order colors are required, additional charge for ink will be added to basic charge. Minimum shipment is ten pounds. Color contracts available.

SPECIAL SERVICES

- Tearsheets of advertisements will be furnished at the advertiser's request. When tearsheets are unavailable for proof of publication, the Temple Daily Telegram will provide an affidavit as proof of publication. An unusual amount of tearsheets requested will be provided the advertiser at the cost of \$1 each.
- E-tears available upon request.

SPECIAL DAYS/PAGES/FEATURES

- Best Food Days: Wednesday
- Church Page: Saturday
- Comics, Editorials: Daily
- Farm Page: Monday
- Health Page: Tuesday
- TV Listing: Daily with Prime Time Listings. Central Texas Television Tabloid Sunday: Cable Listings for Channels. 24 hours.
- Real Estate Showcase - Sunday
- Weekend - Entertainment Thursday

ROP & CLASSIFIED DISPLAY REQUIREMENTS

- Standard page: Minimum display advertisement acceptable, one column by one inch. We ask that all other advertisements be at least 1/2 as many inches in height as columns wide.
- Should an advertisement be 19 inches in height or over, we ask that the ad be made up to 21 inches in height. There is difficulty in placing news stories above such a tall ad. Should you desire your ad to be more than 19 inches in height, we will make a charge for 21 inches.

CONTRACT AND COPY REGULATIONS

- All property rights, including any copyright interest to any advertisement produced for you by the Temple Daily Telegram using artwork and/or typography, furnished or arranged by us, shall be the property of the Temple Daily Telegram.
- The Publisher reserves the right to edit or reject any advertising deemed objectionable, whether in nature, subject matter, illustration or phraseology at any time. Acceptance of advertising by a representative of the newspaper is subject to final approval by the Publisher.
- To establish credit with our Business Office, the advertiser will complete our credit application. For best results and convenience, allow at least seven working days for the processing of your credit application. If this is approved prior to any advertisements being ordered, we will gladly bill you. Should the application for credit be delayed, we ask that you submit cash in advance until credit has been established.
- Every effort will be made to try to eliminate errors in composing the advertising copy. Every display advertisement is proofread by your salesperson. Should an error occur in your advertisement, please contact our office immediately.
- Claims for errors should be received by the Temple Daily Telegram within 48 hours of publication date. Publisher's liability for damages resulting from any advertising that it publishes or from its failure to publish any advertisement that it has agreed to publish shall be limited to the amount actually received by the publisher in consideration for its agreement to publish the advertisement in question. It shall not be responsible for any consequential damages suffered by any party. Credit for errors shall be limited to the actual space of the error.

- On any advertisement simulating news matter, we reserve the right to insert the words "Advertisement" at the top of the ad.
- Advertising contracts must be completed within one year from date of contract, not from first insertion. Publisher reserves the right to cancel contracts upon written notice, if monthly reviews indicate the contract level will not be met.
- Forwarding of an order is construed as an acceptance of all rates and conditions under which advertising space is at the time sold by the publication. Failure to make the order correspond in price, or otherwise, with the rate card is regarded only as a clerical error and publication is made and charged for upon the rates and terms of the current rate card, without further notification.
- Not responsible for photos or copy left in newspaper office over 30 days.
- Specification on orders for the use, or barring the use of any page, or relating to the kind of news or advertising on such page are treated as requests only.
- The advertiser and/or agency shall designate the width in columns and exact depth in inches (1/4 inch increments allowed), in which case the newspaper agrees to publish and bill the advertisement in exact space ordered. Measurement to be from cut-off-rule to cut-off rule. Where ads are positioned at the bottom of the page, a dash or dot may be substituted for the cut-off rule to designate the true bottom of the type page.
- All contracts must be signed and titled by officer of advertiser's business firm. If agency has power of attorney in this matter, officer of advertiser's firm must sign a special form verifying their responsibility for payment of all charges placed with us by said agency.
- All contract advertisers who fail to meet specified lineage agreed upon will be short-rated. We suggest reviewing your usage during the contract year for possible lower earned rate. We will be happy to review this matter and in most cases sign a new contract immediately at the lower rate. However, this new contract will not be retroactive, and will be for full term at date of signing.
- The Temple Daily Telegram does not knowingly publish any untruthful advertisements.
- All ads require at least a hairline border around ad.

INTERNET/WEB ADVERTISING

Call for rates.

INTERNET/WEB GRAPHIC REQUIREMENTS:
Ads built to size in GIF, JPG and SWF formats.

DEADLINES: ALL DISPLAY

SUNDAY (TV Feature/TV Listings) 9AM Monday
 SUNDAY Noon Thursday
 MONDAY 5PM Thursday
 TUESDAY Noon Friday
 WEDNESDAY Noon Monday
 THURSDAY Noon Tuesday
 FRIDAY Noon Wednesday
 SATURDAY 5PM Wednesday
 Deadlines may vary for special sections, editions and holidays.

MECHANICAL SPECIFICATIONS

(A.) RETAIL/NATIONAL (SAU)

Page Depth.	21 in
1 Col.	1.6875 in
2 Col.	3.5 in
3 Col.	5.3125 in
4 Col.	7.125 in
5 Col.	8.9375 in
6 Col.	10.75 in
13 Col.	22.353 in
Printed Page Size.	6 col by 21 in

(B.) CLASSIFIED (SAU)

Page Depth.	21 in
1 Col.	1.126 in
2 Col.	2.329 in
3 Col.	3.532 in
4 Col.	4.735 in
5 Col.	5.938 in
6 Col.	7.141 in
7 Col.	8.344 in
8 Col.	9.547 in
9 Col.	10.75 in
Printed Page Size.	9 col by 21 in

(C.) TABLOID DISPLAY (SAU)

Page Depth.	10.5 in
1 Col.	1.833 in
2 Col.	3.792 in
3 Col.	5.750 in
4 Col.	7.708 in
5 Col.	9.667 in
Printed Page Size.5 Col by 9.75 in
Double Truck Center Spread	20.210 in by 9.75 in

HARDWARE OPTIONS:

E-Mail: production@tdtnews.com
 FTP: <http://tdtnews.com/ftp>

GRAPHIC REQUIREMENTS:

Adobe Acrobat PDF, Adobe Photoshop CS 5.5, Adobe Illustrator CS 5.5, Adobe InDesign CS 5.5, IDML files for Adobe versions higher than CS 5.5. (Acceptable file types: PDF, EPS, TIF, JPG, PSD, AI, INDD).

All digital media must include all fonts and original images (photos, line art, logos, clip art, etc.) sized and worked to at least 300 DPI at 100% in CMYK (process color). Please specify the FINAL output size in inches or picas and points. Include a picture, proof or layout of your product for verification of your media.

CIRCULATION

- The Temple Daily Telegram has been a vital part of Central Texas since 1907. Presenting a concise news picture daily, it is published 365 mornings a year with home delivery in Bell and adjoining counties.
- Audited by the Alliance of Audited Media.
- Subscription rates available upon request.