

Local Classified Advertising Rates

Classified Display Rate

OPEN RATE

Sunday – Saturday \$13.86 per column inch

Legal Display Advertising Rate

\$8.88 per column inch

\$0.74 per line per day

Classified Annual Display Lineage

Contract Plans Available Upon Request

Recognized Display Agency Rate

(Commissionable 15%)

Sunday – Saturday \$16.30 per column inch

Recognized Classified Line Ad Agency Rate

Sunday – Saturday

Minimum Gross Charge

\$16.30

Multi-Signature/Co-Op/Vendor Rate

Advertisements appearing with the names of two or more businesses will be billed at the applicable open rate.

PREPRINT RATES

DELIVERY ADDRESS: 411 W. Elm, Tyler, TX 75702

PREPRINT DELIVERY HOURS: 8 a.m. – 4 p.m. Monday thru Friday

Preprints are billed monthly at applicable rates and charges are determined by the chart below. Material deadline is ten days prior to publication date. Linage does not apply to annual contract rates. Please call 903-596-6246 for pricing on preprints in unusual sizes or for current quantities.

ALL INSERTIONS ARE FULL RUN

Commercial Print Rates
Available Upon Request

Category	Open	Plan 1		Plan 2		Plan 3		Plan 4		Plan 5	
Annual insertions		102,000-220,000		220,001-425,000		425,001-850,000		850,001-1,350,000		Over 1,350,001	
		Daily	Sun.	Daily	Sun.	Daily	Sun.	Daily	Sun.	Daily	Sun.
Single Sheet	\$43	\$33	\$35	\$32	\$34	\$31	\$33	\$30	\$32	\$28	\$31
4 tab/2 std	\$46	\$35	\$37	\$34	\$36	\$33	\$35	\$32	\$34	\$31	\$35
6-8 tab/4 std	\$47	\$36	\$38	\$35	\$37	\$34	\$36	\$33	\$35	\$32	\$34
10-14 tab/ 6 std	\$49	\$39	\$41	\$38	\$40	\$37	\$39	\$36	\$38	\$35	\$37
16-18 tab/8 std	\$54	\$42	\$44	\$41	\$43	\$40	\$42	\$39	\$41	\$38	\$40
20-22 tab/10 std	\$58	\$45	\$47	\$44	\$46	\$43	\$45	\$42	\$44	\$41	\$43
24-28 tab/12-14 std	\$62	\$48	\$50	\$47	\$49	\$46	\$48	\$45	\$47	\$44	\$46
32-36 tab/16-18 std	\$66	\$52	\$54	\$51	\$53	\$50	\$52	\$49	\$51	\$48	\$50
40+ tab/20+ std	\$70	\$55	\$57	\$54	\$56	\$53	\$55	\$52	\$54	\$51	\$53

RATES EFFECTIVE: JULY 1, 2018

Tyler Morning Telegraph | 410 W. Erwin | Tyler TX | Phone 903-597-8111 | FAX 903-595-6470