

## OPEN RETAIL ADVERTISING RATE

Column Inch Sunday – Saturday \$19.41\*

\*Commissionable to recognized advertising agencies for camera-ready copy submitted by published deadline and paid in full by the end of the following month. All ads will be uploaded to tylerpaper.com for a minimal fee which is subject to change.

## PICKUP DISCOUNTS

An advertiser may pick up any ad with no change in copy after one full price run for up to six days after the first run day for a 25% discount and a second pick up day at a 40% discount.

Ads receiving pickup discounts must run after one full price run. At the end of a seven-day cycle starting with a full price run, another full price run must be placed in order to receive further pickup discounts.

## TERMS OF PAYMENTS

Advertising statements are due upon receipt. All advertising is payable in advance unless credit has been established with the publisher. Some restrictions apply. VISA and MasterCard accepted. No credit card charges accepted over \$500.

## RATE POLICY

Advertisers shall be entitled to the local retail advertising rate when advertising the sale of merchandise or services from one or more permanent locations within the newspaper's circulation area. Annual lineage contracts are available.

## ANNUAL LINAGE CONTRACT PLANS

Contracts available through the Retail Advertising Department. Some restrictions apply.

### VOLUME CONTRACTS

Inches	Daily	Fri-Sat-Sun
500	\$17.08	\$18.58
1000	\$15.00	\$17.00
1500	\$14.00	\$16.50
2500	\$13.25	\$15.75
5000	\$12.50	\$15.00
7500	\$11.80	\$14.25
10000	\$11.00	\$13.25

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## MULTI-SIGNATURE/CO-OP/VENDOR RATE

Advertisements appearing with the names of two or more businesses be billed at the applicable open rate, as will co-op or vendor ads placed on behalf of retailers.

## CHURCH/NON-PROFIT RATE

Includes churches and church-related announcements and activities. Advertising must be paid for by the organization whose non-profit status is used. Non-profit organizations are eligible who have 501(c)(3) status. A copy must be on file with the newspaper to qualify. **No other discounts apply.**

Column Inch Sunday – Saturday \$16.37

## GUARANTEED POSITION

All advertisements are accepted ROP (run of paper). Guaranteed position can be provided for an additional 25% of the cost of the ad.

### COLOR

#### Full Color

\$2 per column inch  
10 inches or less \$20

#### Spot Color

\$1 per column inch  
10 inches or less \$20

### WEB BANNER ADS

Impressions	CPM
<50,000	\$8
50,001 – 100,000	\$7
100,001+	\$6

### E-BLASTS

Stand Alone \$950 | Newsletter \$350

### FRONT PAGE STRIPS

6x3 Full Color  
1X \$700 | 3X or more \$600 each

### POST IT NOTES

Standard 3x3  
1X \$700 | 3X or more \$600 each

### KRAFT WRAPPER

To Print \$1,800 | To Insert \$600  
Total \$2,400