

ADVERTISING RATES & DATA

EFFECTIVE, SEPTEMBER 2007



ANDREWS COUNTY NEWS

Dedicated to the economic, social and political growth of this dynamic Texas county for over 70 years!



Website:

www.andrewscountynews.com

210 East Broadway
Andrews, TX 79714-6507

TELEPHONE NUMBERS:

Main (432) 523-2085
Auxiliary (432) 523-2750
Fax (432) 523-9492

Personnel

DON INGRAM

Publisher
publisher@basinbroadband.com

SAM KAUFMANN

News Editor
sam@basinbroadband.com

RUDY DIAZ

Sports Editor
rudy@basinbroadband.com

PRISCILLA RIDER

Lifestyles Editor
familynews@basinbroadband.com

WILLIAM GONZALES

Advertising Director/Webmaster
ads@basinbroadband.com

IRIS VALLES

Asst. Ad Director/Graphic Design
ads@basinbroadband.com

SERENA NELSON

Advertising Sales

MONICA MARTINEZ

Classified Advertising Manager
classads@basinbroadband.com

PADRAIC WHITE

Bookkeeper
accounting@basinbroadband.com

GENERAL INFORMATION

- USPS Publication No: 025-500
- Established: 1934 by Charles Roberts, Sr.
- Owner: Roberts Publishing Co., Inc.
- Represented By: Texas Press Service, Inc.
718 West 5th Street
Austin, TX 78701
(512) 477-6755
- Member: Texas Press Association
West Texas Press Association
National Newspaper Association
Texas Newspaper Advertising Bureau
- Published: Semi-weekly (Sun & Thurs)
- Circulation: 3,194
PS 3526, published Sept. 30, 2007
(breakdown by zip available by request)

GENERAL REGULATIONS GOVERNING ALL ADVERTISING

- All advertising must be as many inches deep as columns wide.
- The ACN reserves the right to edit or reject any advertisement. The Publisher reserves the right to change advertising rates or policy at any time.
- Although extensive measures are taken to ensure the accuracy of all printed material, we do not negate a possible occurrence - due to human error. The ACN is not responsible for any copy omissions, typographical errors, or any unintentional errors that may occur in any ad other than to correct in the next issue after an error is brought to our attention.
- Display advertising and preprints are payable in advance until credit has been established. The ACN accepts the following credit cards: Visa/Mastercard. American Express/Discover can also be accepted, with prior approval. For further information, contact the ACN.
- Out-of-Area, non agency advertisers are required to submit payment in the form of a money order before the advertisement can be placed. Credit cards for out-of-state, non agency advertisers are not accepted. For further information, contact the ACN.

DISPLAY ADVERTISING RATES

NATIONAL RATES

Note: Agency rates are payable at the National Rate. All payments due must be remitted within 45 days of billing.

Open Display Rate
per column inch.....\$7.00

LOCAL RATES

Note: For special contract rates and seasonal discounts, contact your advertising representative.

Open Display Rate
per column inch.....\$5.00

NATIONAL ADVERTISING DEADLINES:

<u>Sunday Edition:</u>	
Space Reservation	Wednesday, 5pm
Material Deadline	Thursday, 2pm
<u>Thursday Edition:</u>	
Space Reservation	Friday, 5pm
Material Deadline	Monday, 2pm

LOCAL ADVERTISING DEADLINES:

<u>Sunday Edition:</u>	
Space Reservation	Thursday, 5pm
Material Deadline	Friday, 12 noon
<u>Thursday Edition:</u>	
Space Reservation	Monday, 5pm
Material Deadline	Tuesday, 12 noon

Ads measuring 126"+ follow National Deadlines.

ADVERTISING RATES & DATA - PAGE 2

COLOR

Spot color \$75/plate
 (cyan • magenta • yellow)
 Available color \$40/plate
 Process/Full color \$225

*Process & spot color subject to availability.
 Advertisement must be a minimum of 18 inches for full
 process color to be considered, or 31 inches for spot color.*

TEARSHEETS

The ACN participates in, and recommends, electronic tearsheets (e-tears). Call your rep. for user name/ password to e-tear site. Paper tearsheets will be provided at the end of the month with billing, if requested. Advertisers requesting more than two tearsheets will be billed at \$2/each, plus the cost of mailing.

NON PROFIT RATES

Churches, Civic Groups
 & Non profit Organizations.....\$3/pci

AFFIDAVITS

Notarized affidavits are provided at the end of the month with billing, if requested.

PREPRINT INSERT RATES

Minimum 3,000 required • Zoned editions currently unavailable

Single sheet - minimum size 8.5x11 - unfolded.....	\$200
4 full or 8 tab pages or equivalent *	\$217
6 full or equivalent *	\$233
8 full or equivalent *	\$249
12 full or equivalent *	\$266

*Requires half-fold, not over 11" in width

Ship all inserts to:

ACN • c/o South Plains Printing • 523 North 1st St. • Lamesa, TX 79331

CLASSIFIED DISPLAY ADVERTISING RATES

CLASSIFIED DISPLAY NATIONAL RATES

Note: Agency rates are payable at the National Rate. All payments due must be remitted within 45 days of billing.

Open Display Rate
 per column inch.....\$7.00

CLASSIFIED DISPLAY LOCAL RATES

Note: For special contract rates and seasonal discounts, contact our Classified Advertising Manager.

Open Display Rate
 per column inch.....\$5.00

NATIONAL ADVERTISING DEADLINES:

Sunday Edition:

Space Reservation Wednesday, 5pm
 Material Deadline Thursday, 2pm

Thursday Edition:

Space Reservation Friday, 5pm
 Material Deadline Monday, 2pm

LOCAL ADVERTISING DEADLINES:

Ads measuring 126"+ follow National Deadlines.

Sunday Edition:

Space Reservation Thursday, 5pm
 Material Deadline Friday, 12 noon

Thursday Edition:

Space Reservation Monday, 5pm
 Material Deadline Tuesday, 12 noon

CLASSIFIED WORD RATES

\$5 flat fee
 for up to 20 words,
 35¢ each additional word.

LEGAL RATES

35¢ per word

The ACN participates in, and recommends, electronic tearsheets (e-tears). Call your rep. for user name/ password to e-tear site.

Paper tearsheets & Affidavits will be provided at the end of the month with billing. If earlier delivery is required, contact the Classified Advertising Manager.

Contracted/Discounted rates available for continuous runs of Classified Advertising. Contact our Classified Advertising Manager for rates and guidelines.

PASS MECHANICS:

Preferred Advertising Submission Size

50" Web

6-column x 21.5" (129 inches) ROP

Printing: Web Offset

Line Screen: 85 line PSI

Make up and printed page size:

11.625" wide x 21.5" deep

Column widths:

1 column - 1.833 inches

2 columns - 3.792 inches

3 columns - 5.750 inches

4 columns - 7.708 inches

5 columns - 9.667 inches

6 columns - 11.625 inches

Business Card Directory:

Published 4x per month
 & Online Service Directory
 \$40/month

Special Advertising Spots:

Church Directory Page
 Chamber Notes Page
 Kid Scoop Page
 Sports Booster Page

Call your Ad Rep. for further information

Special Section Advertising:

Graduation Issue
 Exes Edition Issue
 Christmas Issue

Call your Ad Rep. for further information

Internet Advertising:

The ACN Internet Service offers a complete range of advertising services on the World Wide Web. Contact an ACN Internet Consultant for information about the web service that is right for your business.

Retail Ads e-mail:

ads@basinbroadband.com

Classified Ads e-mail:

classads@basinbroadband.com