

Ad Rates

DISPLAY ADVERTISING

NATIONAL RATE (NET): \$11.50/COLUMN INCH
NATIONAL AGENCY RATE (NET): \$10 PER COLUMN INCH. NO OTHER DISCOUNTS APPLY.

LOCAL RATE (NET): \$10 PER COLUMN INCH.

ROP REQUIREMENTS:

Minimum Size Overall-----4 column inches

Minimum Width-----2 column inches

All rates are calculated in 1/2 inch increments.

Advertisements more than 19 inches in depth will be charged for 21 inches.

PREMIUM POSITIONING: Page 3 and/or the back page of the Lariat can be reserved for an additional 20 percent fee. Ads smaller than half a page are not eligible. First come, first served.

FREQUENCY: This applies only when all insertion dates are scheduled on the initial order. Rates are per column inch per day. Additional ads placed after initial order will be charged at full open rate. FREQUENCY DISCOUNTS ARE NOT AVAILABLE TO AD AGENCIES.

4 times/semester -----\$9.50 per CI

8 times/semester -----\$9.00 per CI

12 times/semester-----\$8.50 per CI

50+ times/semester-----\$8.00 per CI

THURSDAY COUPON PAGE:

Great exposure for the price! Place a 2x2 coupon on our Thursday Coupon Page for four consecutive weeks for a total of \$130. All ads must be prepaid in order to get this price. Consecutive runs only. Must advertise student/employee discount.

WORSHIP WEEKLY PAGE:

Churches and places of worship are invited to open their doors to the students and faculty. It is great exposure for a great cause. Place a 2x2 on four consecutive Fridays for \$130 or stand out with a 2x4 on four consecutive Fridays for \$280. All advertising requires prepayment.

COLOR CHARGES:

Each color plus black-----\$100

Full Color-----\$350

SPECIAL CHARGES:

Design Fee----- 10% of ad cost
 (minimum of \$10)

Ad revisions past copy deadline-----\$25

PAGE ONE IMPACT Ad-NOTES

Preprinted Impact Ad-Notes ads can be affixed to the front page of the Lariat at a cost of \$60 per thousand. Procedure for delivery and approval are the same as for inserts.

INSERTS

PREPRINTED INSERTS:

(Daily press run is 7,000 copies)

\$75 per thousand pre-paid---4,000 minimum

Minimum size-----8.5 x 5.5 inches

Maximum size-----11.5 x 10.5 inches

Submit one sample approval copy to our office two weeks prior to print date. Full press run (7,000) must be received by our printer 10 days prior to insertion. **DELIVERY TO OUR PRINTER IS THE CUSTOMER'S RESPONSIBILITY.**

Deliver to:

Waco Tribune-Herald
 Attn: Steve Crum
 900 Franklin Avenue
 Waco, TX 76701
 254-757-5757

PRINTED INSERTS:

One side, 8½ x 11, per thousand:

Offset/one color-----\$120

Offset/two color-----\$130

Offset/full color-----\$140

Gloss/one color-----\$150

Gloss/two color-----\$160

Gloss/full color-----\$170

For additional size and color options, please contact an ad sales representative. 4,000 minimum.

****All printed inserts must be pre-paid.**

CLASSIFIED ADS

Lariat classified ads cost \$4 per day for 10 words. Each additional word is 40¢. All classifieds must be paid in advance. Classified advertisement copy is not accepted via telephone.

AD ENHANCERS:

Box your ad-----Extra \$3 per day

Words in bold----Extra 50¢ per word per day