

## Advertising Guidelines

The following are the basic guidelines for advertising placed in the Texas National Press. Please refer to your advertising contract or invoice for complete terms and conditions.

### ADVERTISING RATES, AUGUST 2009

#### Specifications, Print Edition

	Picas	Inches
1 column	13p9	2.29"
2 column	28p6	4.75"
3 column	42p5	7.04"
4 column	58p	9.667"

PCI Rate	Per Issue	6-Month
0-10 CI	\$12.00	10.00
11-31 CI	\$11.00	9.00
32-64 CI	\$10.00	8.50

*Pre-paid: 5% discount*

#### Advertising, Online Edition

Ad	Size (Pixels)
Button	150x150
Sm. Skyscraper	150x240
Med. Skyscraper	150x480
Lg. Skyscraper	150x600
Banner	468x60

Ad Size	Per Issue	6-Month
Button	\$15.00	81.00
Sm. Skyscrp	\$20.00	108.00
Med. Skyscrp	\$35.00	191.00
*Front Page	\$45.00	240.00
Lg. Skyscrp	\$45.00	240.00
Banner	\$30.00	160.00

**\*Front Page ad is a Medium Skyscraper, 150x480 pixels**

*Pre-paid: 5% discount*

**Discount for combined print+online ads: 10%**

## Free Services

The services below are made available at no extra charge to customers placing advertising in the Texas National Press.

### Layout & Copywriting Assistance

TNP will assist advertisers with layout and copywriting ideas as well as speculative layouts and theme development for ads running in the TNP.

### Proof and Tearsheet Delivery

All ads will be proofed for errors by our staff. Advertisers may request that a proof be faxed, e-mailed or delivered to their place of business for ads larger than 5 column inches. Smaller ads will be proofed by our staff or available for proof at the TNP office. We'll gladly deliver or mail tearsheets of your ad to you. We do our best to produce ads according to advertiser specifications.

### Photography

Photography used exclusively in the TNP is free of charge within geographic availability. Please allow one or two extra days before regular advertising deadlines to allow for scheduling and production of photos.

## Policies & procedures

### Electronic Ad Backup

Advertising agencies and individuals are responsible for maintaining back-up copies of electronic ads submitted to the Texas National Press. TNP only backs up ads created in-house.

### Brokered Advertising

Advertising contracts and rates are for individual advertisers. Persons or agencies cannot purchase a volume contract for display space or

preprints and resell it to multiple advertisers.

### Credit, Billing and Payments

Terms are payment with submission of copy, unless credit has been approved in advance. We will accept payment via credit card with PayPal

while credit is being established. Advertising purchased on credit is due and payable the 10th of each month following publication. All personal, political, charitable and going-out-of-business advertisements require payment in advance. All out of state advertisers shall be cashwith- copy, unless credit has been approved.

### Taxes

Any new taxes required by law will be added to existing rates.

### Changing or Rejecting Copy

On occasion, it may be necessary or appropriate for the newspaper, in its discretion, to change or reject advertising copy, with or without the

advertiser's approval. The newspaper has the right to place the designation "Advertisement" above any advertisement.

### Our Pledge to Readers

The Texas National Press recognizes and respects the difference between independently produced news and editorial content and pages offered for sale. Consequently, the newspaper's editors and reporters operate independent of any commercial considerations. No assignments are made or unmade on the basis of an advertising relationship; from inside or outside the newspaper. Credibility is the cornerstone of our business.

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