



# STANDARD

RETAIL ADVERTISING RATES 2011

EFFECTIVE JANUARY 1, 2011

311 East Constitution, Victoria, Texas 77901 • 361-574-1241 • Fax 361-574-1225 • VictoriaAdvocate.com

Victoria Advocate is a member of Audit Bureau of Circulations.

## TERMS DEFINED

- "Big Wednesday" is the Wednesday edition – see below.
- "pci" is per column inch.
- A double truck ad refers to two facing pages with content that covers both, including the middle margin between the pages.

## WE'RE THE BIG DOG!

Area residents rate the Victoria Advocate as their top source for information for local community news, entertainment planning, local business news, and area sports and — by the largest margin — for local advertising and shopping information.\*

## BIG WEDNESDAY'S BIG REACH!

Big Wednesday is our extended-market edition - the complete Advocate with news and information - that publishes every Wednesday and is delivered to an additional 17,100 households. With our paid circulation base and distribution to these additional households, your advertising message penetrates 98% of zip code 77901; 98% of zip code 77904; and 84% of zip code 77905. Because of this incredible reach, a 30% premium is added to your existing rate.

## DIGITAL EDITION

All ads placed in the Victoria Advocate also appear in our digital edition, an exact replica of the Advocate, which is available everyday to Advocate home-delivery and digital-edition-only subscribers.

\*Frank N. Magid Associates, Inc. (originally MORI, Minnesota Opinion Research, Inc.)  
2010 Audience Survey



## RUN-OF-PRESS OPEN RATE

All rates are net to the newspaper. Sunday rates and circulation apply on Thanksgiving four-day weekend and on Christmas day.

Mon/Tue pci	Big Wednesday pci	Thu-Sat pci	Sunday pci
\$35.15	\$53.76	\$41.35	\$43.05

## DOLLAR VOLUME CONTRACT RATES

A signed and approved agreement is required before the initial ad schedule.

Annual Commitment	Mon/Tue pci	Big Wednesday pci	Thu-Sat pci	Sunday pci
\$1,500	\$26.78	\$40.95	\$31.50	\$35.85
\$2,500	\$24.18	\$36.99	\$28.45	\$32.05
\$5,000	\$22.31	\$34.13	\$26.25	\$29.60
\$7,500	\$21.46	\$32.83	\$25.25	\$28.55
\$10,000	\$20.57	\$31.46	\$24.20	\$27.35
\$15,000	\$20.40	\$31.20	\$24.00	\$27.05
\$20,000	\$20.23	\$30.94	\$23.80	\$26.65
\$25,000	\$20.06	\$30.68	\$23.60	\$26.40
\$30,000	\$19.72	\$30.16	\$23.20	\$26.15
\$50,000	\$19.00	\$29.06	\$22.35	\$25.10
\$75,000	\$18.74	\$28.67	\$22.05	\$24.75
\$100,000	\$18.40	\$28.15	\$21.65	\$24.45

Your Dollar Volume Contract also earns you special discounts on your digital/Web advertising rates. Ask your Multi-Media Consultant for details.

## HIGH-IMPACT FREQUENCY PROGRAM

Frequency is king! Schedule an existing ad with no changes within a 6-day period of its initial run and receive:

- 30% off the 2nd insertion • 40% off the 3rd insertion
- 50% off the 4th, 5th and 6th insertions

During a High-Impact Frequency Program six-day schedule, Big Wednesday or Sunday will be billed 100% regardless of ad run order. When Big Wednesday is part of the six-day schedule along with Sunday, it is billed 100%, and Sunday receives a 30% discount.

## SPECIAL RATES

	Daily pci	Big Wednesday pci	Sunday pci
Association/charity/ special section	\$25.25	\$32.83	\$28.55
Local Political	\$24.15	\$31.40	\$25.25
Church	\$16.50	\$21.45	\$17.60

## GET OUT ENTERTAINMENT

1/16 pg	1/8 pg	1/4 pg	1/2 pg	Full pg	Coupon Page Rate
\$53.10	\$106.25	\$212.45	\$424.95	\$849.90	\$89.95

## CARD AD RATES

These ads with this frequency will drive home your advertising or branding message. No copy changes.

- 13 times in 30 days \$22.00 pci
- 26 times or more in 30 days \$21.65 pci

## COLOR RATES

No minimum size requirement.

	Mon., Tues., Thurs.	Big Wednesday	Friday - Sunday
As available	\$125	\$163	\$135
Spot	\$280	\$364	\$305
Full process	\$660	\$858	\$695



### Results Central.

#### DEADLINES

Publication Day	Space/Copy
Monday	10 a.m. Thursday prior
Tuesday	10 a.m. Friday prior
Wednesday	10 a.m. Monday prior
Thursday	10 a.m. Tuesday prior
Friday	10 a.m. Wednesday prior
Saturday	10 a.m. Wednesday prior
Sunday	4 p.m. Wednesday prior
Sunday Your Life	4 p.m. Friday 8 days prior
Get Out Entertainment	Noon Monday prior

#### DAILY SECTIONS

- Everyday:**  
Main News, Crossroads, Sports, Crossroadsfinder (Classified)
- Additional sections:**  
Wednesday – Good Living  
Thursday – Get Out Entertainment  
Friday – Home & Garden  
Saturday – Faith  
Sunday – Your Life and Your Money

#### OTHER ADVERTISING OPPORTUNITIES

Your Multi-Media Consultant will give you information upon request about these advertising opportunities:

- Crossroadsfinder (Classified) advertising
- Employment advertising
- VictoriaAdvocate.com
- Specialty publications
- Gatefolds
- Spadeas
- Jackets
- Wraps
- Polybags
- Direct mail
- Mailing services

#### GENERAL POLICY, CONTRACT AND COPY REGULATIONS

**Ad Approval Process:** Subject matter, form, size, wording, illustrations, and typography of all print and online advertising are subject to the approval of the Publisher as well as any advertising deemed objectionable, including, but not limited to, medical, personal, matrimonial, clairvoyant, or palmistry without revealing cause. No stock promotions or financial advertising other than those of securities of known value will be accepted. Any advertising contract (or merely any schedule or copy) may be cancelled at any time for reason satisfactory to Publisher, without penalty to another party. The Publisher reserves the right to approve, revise, or reject any advertisement.

**Contract:** Agreements are accepted for approval by individual advertiser or may be drawn to also include subsidiaries of same advertiser but cannot include two or more different and unrelated companies. The Publisher reserves the right not to accept brokered space. All contracts are conditional on strike, fire, acts of God, or public enemy, war, or any cause not subject to the control of the Publisher. Contracts must be received within 30 days of the original requested insertion date or all ads received and run prior to actual receipt of signed written agreement will be billed at open rate. Special clauses in insertions or contracts not accepted if relating to legal liability or circulation guarantees. Rates may be revised with a 30-day notice; rates are non-commissionable unless otherwise noted.

**Contract Fulfillment:** Contracts are to be completed within one year from the actual date on the contract; agreement is not activated on the initial ad publication date. The contract will be for a definitive schedule or for definitive print and/or online ads to be used within one year as stated on the agreement. Contracts unfulfilled will be short-rated and advertiser is responsible to pay the short-rate amount within 30 days of billing. If an initial ad isn't placed within 30 days, the contract is void. Existing contract must be renewed before, not within, the final 30 days of current contract period. Renewal takes effect when existing contract expires. Agencies are held responsible for payment of invoices for advertising placed by them for their agency or on behalf of a client: in lieu of agency responsibility, written documentation must be provided by the responsible advertiser and approved by the Victoria Advocate prior to deadline including "sequential liability" relationships.

**Ad Orders:** Forwarding of an order is construed as an acceptance of all rates and conditions under which advertising space is available at the time sold by the publication company. Failure to make order correspond in price, or otherwise, with the rate card in effect at time of placement is regarded as only a clerical error and the order will be fulfilled and charged for at the appropriate rates and terms of the rate card currently in effect, without placing change notification responsibility on the Publisher. Further, the Publisher is not responsible for orders, cancellations or corrections given over the phone; instead all written mail, fax or email confirmations must be sent to Publisher and the verification of receipt is the responsibility of the advertiser. Advertising invoices from the Advocate are payable on the 25th of the following month. Advertising positions are ultimately not sold with guarantees or with "position or omit" basis. Insertion orders containing liability disclaimers are not accepted.

**Errors:** The Publisher assumes no financial responsibility for typographical errors, in print and online advertisements. No allowance is made for errors that do not materially affect the value of the advertisement. Not responsible for key numbers unless included in printing materials, digital or other camera ready form. Publisher is not liable for any errors in any published ad unless ample time has been given for correction before press time. In such case if an error so noted in writing is not corrected by the Publisher the liability shall not exceed and shall be only in such proportion of the entire cost of such ad as the space occupied by the noted error bears to the whole space occupied by said ad. Publisher shall not be responsible for any errors of its own beyond the first day of publication; credit for errors will be given for the initial incorrect run only. Publisher is responsible for errors on ads where advertiser's copy was received by published deadlines found on this card and proof was returned on time and properly marked. No allowance will be given for any ad orders that are not published as requested, regardless of error origin. Credit requests must be made within 30 days of publication.

**Simulated News Ad Layout:** All advertising which may appear to resemble news matter must be labeled "advertising" in accordance to the newspaper and website guidelines. Ads of this nature must have a border and avoid standard news or headline type styles. Contact representative for complete details.

**Special Requests:** Specifications on orders for the use, or barring the use of any page, or relating to the kind of news or advertising on a page are treated as requests only and don't restrict the Publisher in any way.

**Copy:** Ads or contents not received in time for all editions will not be carried over on the following day, and no credit will be given for any portion of the pressrun missed. Publisher has the right to determine the classification of any ad copy. All ads 19" or deeper will be billed at 21 1/2 inches.

**Copy Changes, Cancellations:** When space is reserved but ad fails to arrive, or cancellation deadline is not met, advertiser is responsible for payment of the space. Advertiser may also be responsible for additional fees, if the Advocate incurs incremental labor and materials costs while accommodating last-minute changes.

**Liability:** Advertiser and/or ad agency assume liability for all content (including text representation and illustrations) or advertisements in print or online and also assume responsibility for any claims arising made against the Publisher. Advertiser agrees to defend, indemnify, and hold Publisher harmless against any claims, expense or damage whatsoever suffered by or asserted against the Publisher arising out of publication of any advertisement at the direction of the advertiser and/or ad agency.