

# FRIO-NUECES Current

SERVING FRIO AND LA SALLE COUNTIES

PO BOX 1208 | 321 E. SAN MARCOS ST. | PEARSALL, TEXAS 78061

Phone: 830/334-3644 \* Fax 830/334-3647

www.frio-nuecescurrent.com | Email: [mvinton@fncnow.com](mailto:mvinton@fncnow.com)

## Rate Card effective May 1, 2015

Craig K. Garnett – Publisher

Michelle A. Vinton – Advertising

Kasie Gonzales – Classifieds

### ROP/ Display Pre-Print Rates:

**OPEN RATE: \$8.50 per column inch**

**NATIONAL RATE: \$10.00 per column inch**

*No agency discounts or special rates for classified.*

**CHARITABLE RATE: \$5.95**

**Bulk Annual Contracts available**

**Weekly frequency rates available** – 4 week, 8 weeks, 12 weeks.

Must run at least 1 time each week/minimum of 10" to qualify for the weekly frequency rate.

### ROP Make Up Requirements:

Ads must be as many inches deep as columns wide and must total at least two column inches.

### Deadlines:

**Monday, 3:00 p.m. ....Thursday Issue**

**DEADLINES FOR CANCELLING ADVERTISING ARE THE SAME.**

### Mechanical Requirements (Display):

Standard PASS — 6 column format

1 column.....	1.7 inches
2 column.....	3.6 inches
3 column.....	5.61 inches
4 column.....	7.54 inches
5 column.....	9.47 inches
6 column.....	11.4 inches

### Pre-Printed Insert Rates

\$65 per thousand. Full run consists of 4,000 Thursday.

### Color Rates

The minimum size ad accepted for color is 32 column inches. The charge for color is on one page. Multiple page color ads are charged per page.

**Black & 1 color:**

\$75

**Black & 2 colors:**

\$150

**Full color:**

\$225

### Classified Rates

Call Kasie Gonzales

(830) 334-3644

Email:

[kgonzales@fncnow.com](mailto:kgonzales@fncnow.com)

### Service Directory

**\$25.00** (13 week commitment)

Paid in advance (includes online)

### Display Classifieds

Pearsall & surrounding areas:

Call Michelle A. Vinton

(830) 334-3644

Email:

[mvinton@fncnow.com](mailto:mvinton@fncnow.com)

### Real Estate Display

**\$8.50/inch**

Contracts available

### Legal Notices

**30¢ per word.**

### Subscription Rates

Frio and La Salle Counties.....**\$30.00/year**

Out of Area.....**\$36.00/year**

Out of State.....**\$40.00/year**

Senior Citizen-65 & older,

Frio & La Salle Counties.....**\$25.00/year**

### Policy

#### General Policies

All advertising copy submitted is subject to rejection or cancellation at any time by the Frio-Nueces Current for any reason consistent with the newspaper's policy.

Frio-Nueces Current is not responsible for errors in copy beyond the actual value of space occupied by such errors, nor for the omission of advertising. In the event of errors, The Current is glad to submit a letter of correction to be posted in the business concerned, but shall not be financially liable for any account where items are sold at the incorrect price.

The Current sells premium position advertising for 25% above cost of advertisement. Premium positioning refers to placement on a specific page, not positioning on that page. All other position requests will be taken into consideration and complied with whenever possible.

The Current will not accept ads with a requirement that an accompanying release be used as a news story. However, releases and other information will be considered on their merits for possible publication as news stories.

Advertiser and advertising agency will indemnify and hold harmless Frio-Nueces Current, its officers, agents, employees and contractors, for all contents supplied to publisher, including text, representations and illustrations of advertisements printed, and for any claims arising from contents including, but not limited to, defamation, invasion of privacy, copyright infringement, plagiarism, and in the case of a pre-printed insert, deficient postage.

#### Credit Policies

All advertising is payable upon placement unless credit has been approved by the business office. Political, entertainment and charitable ads are to be paid in advance.

A charge of \$35 will be made for a check returned for insufficient funds.