



2022

MEDIA KIT

*The largest newspaper coverage area along the
IH-35 corridor between San Antonio and Laredo*

FRIO-NUECES
Current

SERVING FRIO & LA SALLE COUNTIES

Pearsall, Dilley & Cotulla, Texas

A LETTER TO OUR ADVERTISERS,

No big sales pitch, just a few facts.

The “Award Winning” Frio-Nueces Current newspaper has become essential reading each week for thousands of families in Frio and La Salle counties. In short, the news and advertising information contained in each issue makes us the most informative source available for events in our area. We pride ourselves on being an information source that readers cannot afford to be without.

We are proud to say that we have been honored with multiple awards for journalism, design, advertising, as well as being recognized numerous times as the top newspaper in our division at the Texas Press Association and South Texas Press Association Better Newspaper Contests.

We offer our advertisers the unique opportunity of reaching an audience that lies within a 75-mile stretch of IH-35, and we are the largest circulating newspaper between Laredo and San Antonio, encompassing Pearsall, Dilley, Cotulla, Moore, Bigfoot, Encinal and Fowlerton in Frio and La Salle counties.

This media kit includes valuable tools that will be helpful in choosing the right ad for you and your business. If you would like to discuss your advertising plans or simply want additional information, please feel free to call us. We will be happy to help you with any of your needs.

Sincerely,
The Staff of the Frio-Nueces Current

PHYSICAL ADDRESS:

321 E. San Marcos
Pearsall, Texas 78061

MAILING ADDRESS:

P.O. Box 1208
Pearsall, Texas 78061

PHONE NUMBER:

(830) 334-3644

FAX NUMBER:

(830) 334-3644

EMAIL ADDRESSES:

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cgarnett@ulnnow.com

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lherrera@fncnow.com

Amanda Brown-Snowden - Staff Writer
asnowcreative@gmail.com

April Betancourt - Office Clerk

WEBSITE:

www.frio-nuecescurrent.com

SOCIAL MEDIA:

<https://www.facebook.com/frionuecescurrent/>



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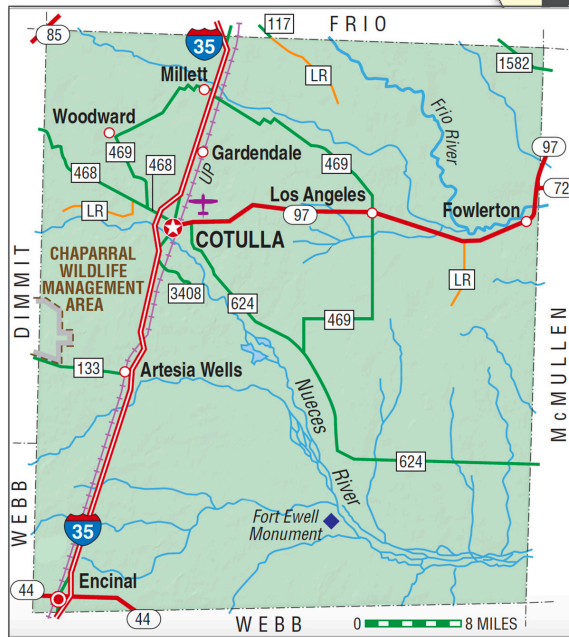
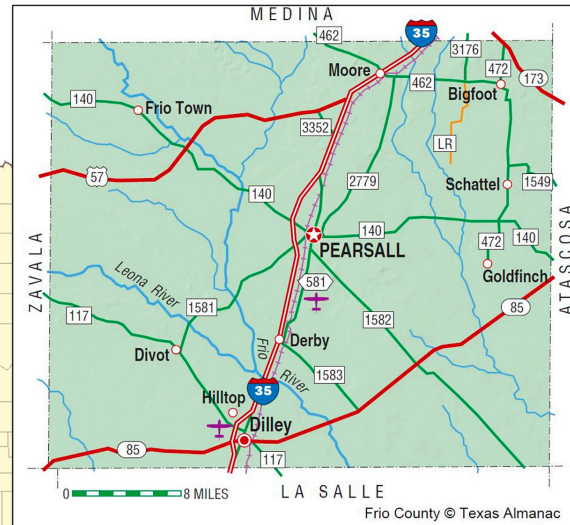
**SERVING A 75-MILE
STRETCH OF IH-35**

**REACHING A POPULATION
OF 27,500 READERS IN
FRIO & LA SALLE COUNTIES
THROUGH PRINT & ONLINE
SERVICES**

CIRCULATION:

2,500 CIRCULATION

One of the oldest circulating newspapers in Texas, the 127-year old Frio-Nueces Current serves the citizens of Pearsall, Dilley, Cotulla, Moore, Bigfoot, Derby, Encinal and Fowlerton in Frio & La Salle Counties.



Sold at

44

local
businesses

Over

20,000

readers

OUR READERS:

ZIP CODES & TOWNS

Pearsall	78061
Dilley	78017
Cotulla	78014
Moore	78057
Bigfoot	78005
Encinal	78019
Fowlerton	78021

RATE CARD:

ROP/ Display Pre-Print Rates:

OPEN RATE: \$9.50 per column inch

No agency discounts or special rates for classified.

CHARITABLE RATE: \$6.75

DEADLINE:

Monday, before 5 p.m.

DEADLINES FOR CANCELLING ADVERTISING ARE THE SAME.

Classifieds Display Ads

Businesses that have something to sell or a service they offer.

\$9.25/inch

Real Estate Display

\$9.25/inch

Run it until it sells - Automotive

For private individuals who have one car, truck, boat or ATV for sale. They can run the ad for 2 weeks at \$29.99. After two weeks the client must call in every two weeks to continue to run the ad. If vehicle is not sold within 3 months, the vehicle price needs to be reduced.

\$29.99

Employment - Line Ads

Local businesses looking for help wanted.

\$29.99/minimum of 2 weeks, 50 words or less.

50c per word after that.

Garage Sales

\$10.00 up to 15 words, 35c per word after that.

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.

Published Every Thursday

Classified Line Ads

For individuals or businesses that have something to sell, service to offer, houses for rent/sale/lease.

\$14.99/30 words or less, 35c per word after that.

Legal Notices

\$.35/word

Service Directory

\$25.00 (4 week commitment)

Pre-Printed Insert Rates

\$60 to \$65 per thousand, depending on size.

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.

Full color: \$149

Bulk Annual Contracts available

<i>Open Rate: \$9.50</i>	<i>2022 Contract Rate</i>	<i>% Discount</i>
\$3,000	\$7.60	20
\$4,000	\$7.50	21
\$5,000	\$7.41	22
\$6,500	\$7.31	23
\$8,000	\$7.22	24
\$10,000	\$7.12	25
\$12,000	\$7.03	26
\$15,000	\$6.93	27
\$18,000	\$6.84	28
\$22,000	\$6.74	29
\$25,000	\$6.65	30
\$30,000/over	\$6.18	35

Note: All revenue spent with the Frio-Nueces Current will count toward fulfillment of Bulk Contract rates: print, special sections, online, etc. However Bulk Rate contracts apply to ROP (run of paper) advertising only. Rates for color, special sections and special placement like front page banners and sponsorships do not qualify for discounted rates.

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SPECIAL SECTION ADVERTISING:

WHAT IS A TABLOID?

A tabloid is a special section tab-sized pull-out edition that commemorates area events. Tabs measure 5 columns x 11 inches.

TABLOID AD PRICING:

SIZE	PRICE
1/8 Page (5" x 2.5")	\$75.47
1/4 Page (5" x 5.6")	\$150.94
1/2 Page (5 col. x 5.6")	\$301.88
Full Page (5 col. x 10.9")	\$603.75

FULL COLOR: Additional \$149

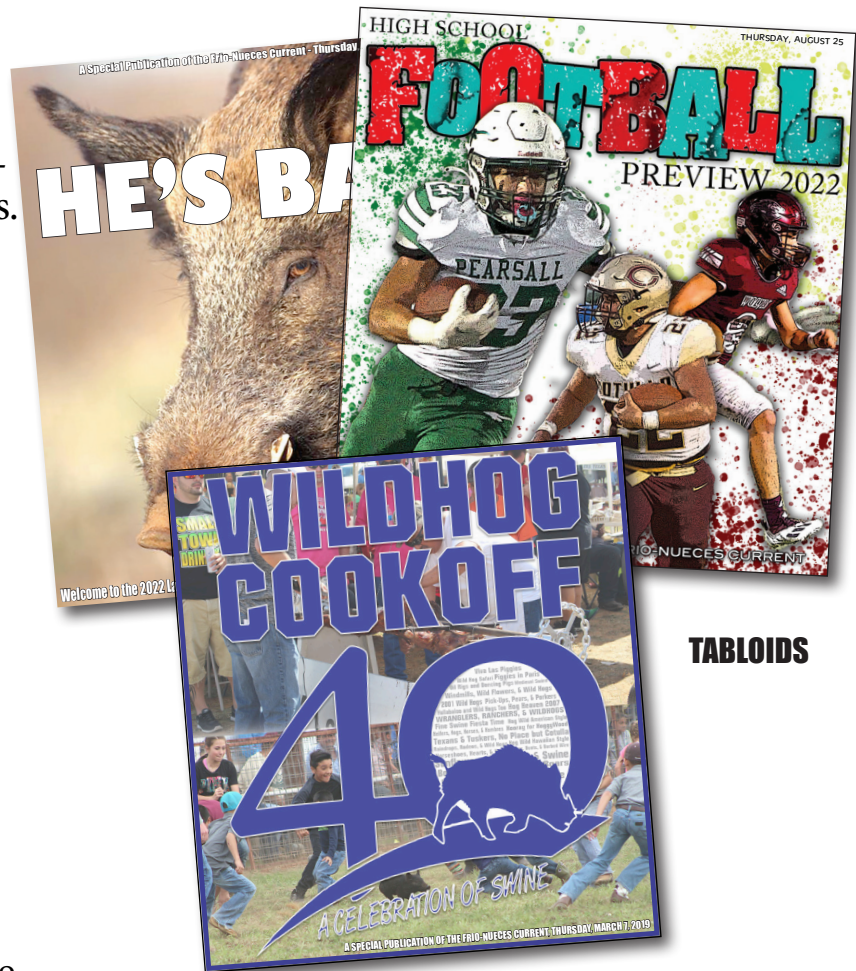
WHAT IS A MAGAZINE?

A magazine is a special glossy, full color 8 1/2"x11" print edition that showcases local hunting and our healthcare specialists.

MAGAZINE AD PRICING:

SIZE PRICE
MAGAZINE AD SIZES ARE IN ACTUAL INCHES

Inside Front/Back Page	\$1,200
Business Ad (1.9" x 2.4")	\$65
1/8 Page (3.9" x 2.4")	\$125
1/4 Page (3.9" x 5.05")	\$230
1/2 Page (8" x 5.05")	\$430
Full Page (8" x 10.17")	\$820



TABLOIDS



MAGAZINES

SPECIAL SECTION ADVERTISING:

WHAT IS THE MAVERICK POSTER?

The Maverick poster commemorates the Pearsall football teams and measures a full 2 feet x 3 feet in size. A full 15% of all poster proceeds benefit the Pearsall athletic booster club.

MAVERICK FOOTBALL POSTER PRICING:

SIZE	PRICE
POSTER AD SIZES ARE IN ACTUAL INCHES	
3"x3"	\$250
6"x4"	\$400
6"x8"	\$650

Call for special sizes



MAVERICK POSTER

WHAT IS BROADSHEET?

A broadsheet special is a regular newspaper print-sized pullout section published separate from the newspaper.

BROADSHEET SPECIAL AD PRICING:

COLUMN X- INCHES	PRICE
2x2	\$42.00
2x3	\$63.00
2x4	\$84.00
2x5	\$105.00
3x3	\$94.50
3x4	\$126.00
3x5	\$157.50
1/4 Page (3 col. x 10.5")	\$303.75
1/2 Page (6 col. x 10.5")	\$661.50
Full Page (6 col. x 21")	\$1,323.00



BROADSHEET SPECIAL SECTIONS

FULL COLOR: Additional - \$149

SPECIAL SECTION ADVERTISING:

WHAT IS A SIG PAGE?

A sig page is a special 1 to 2 page commemorative special honoring local events or holidays. Ads are usually smaller business card sizes with messages acknowledging the respective occasion.

SIG PAGE AD PRICING:

1 AD \$25.00

FULL COLOR: Additional - \$149



WHAT IS THE FOOTBALL SIG PAGE?

The football sig page honors each of the three local schools in the coverage area and runs the length of the football season (11 weeks). The page features 3 players each week and features the games for that week as well.

FOOTBALL SIG PAGE PRICING:

1 AD \$25 x 11 weeks = \$275

FULL COLOR: Additional - \$149



ONLINE ADVERTISING:

CURRENT WEBSITE

The Frio-Nueces Current website sees average monthly site traffic of 12,000 page views and 5,700 visitors. Online ads are available in several sizes.

ONLINE PRICING:

Ad size are in pixels.

Small display ad is 180x90

Medium display ad is 300x300

Large display ad is 300x600



← WEATHER SPOT
255x127...\$250

← SPOTLIGHT ADS
350x250...\$150

BUSINESS ADS ||| →

700x200... \$250

Placed above and below e-edition.

← DISPLAY ADS
Small...\$75
Medium...\$100
Large...\$150

CLASSIFIED ADVERTISING:

Deadline for all classified: Monday before 5 p.m.

Classified Line Ads

Ads for individuals or businesses that have something to sell, a service to offer, houses for rent/sale/lease.

**\$14.99 for 30 words or less;
35c per word after that.**

Legal Notices

Public Notices, Bid Notices, Auctions, Estate Sales, Notice to Creditors, Citations, etc.
\$.35/word

Service Directory

\$25.00 (4 week commitment)

Pre-Printed Insert Rates

\$60 to \$65 per thousand, depending on size. We do not print inserts. Inserts must be turned in a week before they are scheduled to run.

Job Openings (Two Options)

*Classified line ad (text only ad)

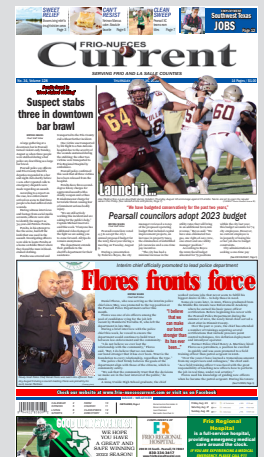
**\$29.99/minimum of 2 weeks, 50 words or less.
50c per word after that.**

*Display ad that can include a logo and wording of choice. (All prices are per week)

COLUMN X- INCHES	PRICE
2x2	\$37.00
2x3	\$55.50
2x4	\$74.00
3x3	\$83.25
3x4	\$111.00
3x5	\$138.75

SUBSCRIPTION RATES

Frio and La Salle Counties	\$38.00/year
Senior Citizen-65 & older (Frio & La Salle Counties Only)	\$30.00/year
Out of Area	\$44.00/year
Out of State	\$48.00/year
E-Edition	\$35.00/year



SouthwestTexas JOBS.com

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GEO
The GEO Group, Inc.

Office: 201-221-1100
Fax: 201-221-1101
Email: 201-221-1102
Web: 201-221-1103

Great Benefits Available!

- Medical/Dental/Vision Insurance
- 401(k) Retirement Plan
- Paid Time Off (PTO)
- Basic Life Insurance
- Tuition Reimbursement
- Paid Holidays

South Texas Job Processing Center
Pearland, Texas
800-333-2200 or apply online at jobs.geogroup.com

WE ARE HIRING!

- Gate Attendants/Security
- 12 Hour Guard/Threat Alerts
- 24/7 Team (12 person cover) various EV
- Gate ops
- Armed: Walk, Listen, Watch, Monitor, Control, Plan, & Execute

To apply or call: admissions@gun-guard.com or call: 713-488-1668

Part-Time Office Position

The Current Group is seeking a Part-Time Office Position for a person who is detail oriented, organized, and able to handle multiple tasks. The position is located in the Current Group office in Pearland, Texas. The position is open to individuals who are currently residing in the Pearland area. The position is open to individuals who are currently residing in the Pearland area. The position is open to individuals who are currently residing in the Pearland area.

HUNTING LODGE COOK/CHEF

Starting in September, monthly weekends. Please call or apply to: info@huntinglodge.com or call: 281-215-1827

RANCH HAND NEEDED

Call Rob Coleman at 989-436-1652

GATE GUARDS

Call Rob Coleman at 989-436-1652

HUNTING LODGE CAMP HELPER

Starting in September, 3 to 7 days a week. Please call or apply to: info@huntinglodge.com or call: 281-215-1827

SouthwestTexas JOBS.com

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MAINTENANCE WORKER

Call Rob Coleman at 989-436-1652

RANCH HAND NEEDED

Call Rob Coleman at 989-436-1652

NOW HIRING

Call Rob Coleman at 989-436-1652

Part-Time Office Position

Call Rob Coleman at 989-436-1652

HUNTING LODGE COOK/CHEF

Call Rob Coleman at 989-436-1652

RANCH HAND NEEDED

Call Rob Coleman at 989-436-1652

GATE GUARDS

Call Rob Coleman at 989-436-1652

HUNTING LODGE CAMP HELPER

Call Rob Coleman at 989-436-1652

CREDIT APPLICATION

FRIO-NUECES CURRENT

321 E. San Marcos

Pearsall, Texas 78061

(830) 334-3644 * Fax (830) 334-3647

Limit

Date

Approved

Company Name

Partnership

Corporation

Business Name

Business Phone

Billing Address

Type of Business

How Long in Business

Rent or Own Building

Landlord's Name & Phone #

Persons Authorized to Place Ads

Owner/Owners

Social Security #

Residence Address

Home Phone #

Spouse's Name

REFERENCES

Please include all account information and loan numbers

Bank Name

Account Number

Bank Officer

Bank Name

Account Number

Bank Officer

Trade and/or Advertisers (newspapers preferred). If no trade or advertiser references are available, list personal references.

Name:	Street Address	State	Phone #
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

TERMS

In consideration of any credit extended to me by FRIO-NUECES CURRENT, I hereby agree:

2. That the Minimum Payment Due within thirty (30) days from the closing date on my account each month shall be according to the Minimum Payment schedule plus any post due amounts for prior months.

MINIMUM PAYMENT SCHEDULE

If the balance is \$0 - \$199 Balance
 \$200- \$400 \$200
 Over \$400 One-Half (1/2) Balance

2. That during any monthly billing period no FINANCE CHARGE will be imposed if I pay the full new balance, shown on my most recent statement, before my next closing date.

3. That if I choose to pay less than the full new balance, a finance charge will be included on my next monthly statement, and will be computed by applying a periodic rate of one and one-half (1-1/2) percent per month (which is an ANNUAL PERCENT-AGE RATE of eighteen (18) percent on the unpaid balance.

4. The FRIO-NUECES CURRENT may limit the amount of my purchases under this agreement,

5. That if I fail to meet my obligations under this agreement, FRIO-NUECES CURRENT may declare the entire unpaid balance due and payable. If FRIO-NUECES CURRENT is required to enforce collection of my account, I agree to pay reasonable attorney's fees and actual court costs.

6. The FRIO-NUECES CURRENT may change any of the credit terms of this agreement by notice mailed to me not less than fifteen (15) days prior to the billing cycle in which the change is effective. Any credit purchase by me after the change will be my agreement that the new terms apply to my previous balance and future purchases. If I do not agree, I will give written notice to FRIO-NUECES CURRENT and pay off my outstanding balance on the terms in effect prior to the change. The above information is correct and the undersigned agrees to the credit terms set forth above.

Name (printed): _____ Title (printed): _____

Signature: _____ Date: _____

Salesperson: _____ Amount Request: _____