ROP/ Display Pre-Print Rates:
OPEN RATE: $11.00 per column inch
NATIONAL RATE: $12.00 per column inch
No agency discounts or special rates for classified.

CHARITABLE RATE: $7.25

Bulk Annual Contracts available
Weekly frequency rates available – 1 month, 13 weeks, 26 weeks and 52 weeks. Must run at least 1 time each week to qualify for the weekly frequency rate; two runs per week is allowed.

ROP Make Up Requirements:
Ads must be as many inches deep as columns wide and must total at least two column inches.
Ads that are more than 19 inches in depth, but less than 21.25 inches will be charged as full column space.

Deadlines:
Tuesday, Noon............................................................Thursday Issue
Thursday, Noon..............................................................Sunday Issue
DEADLINES FOR CANCELING ADVERTISING ARE THE SAME.

Mechanical Requirements (Display):
Standard PASS — 6 column format
1 column................................................................. 1.7 inches
2 column..................................................................... 3.6 inches
3 column..................................................................... 5.45 inches
4 column................................................................. 7.32 inches
5 column..................................................................... 9.20 inches
6 column.....................................................................11 inches
Double Truck................................................................ 23.8 inches
Page Depth.................................................................... 21.1875 inches

Pre-Printed Insert Rates
$75 per thousand. Full run consists of 3,800 on each Sunday and Thursday.
Contract rates available.

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: $85
BLACK & 2 colors: $160
FULL color: $225

SPECIAL SERVICES
Proofs
Proofs will be delivered to the advertiser, provided ad copy was submitted prior to the ad deadline. Only one proof per ad.

Co-op Statements
Advertisers seeking co-op reimbursements will, on request, be provided with a statement of charges and tearsheets in addition to their normal monthly bill.

Circulation:
4,368

Special Sections:

INTERNET ADVERTISEMENT
Bottom Leader Board............................... $200 month
728x90 pixels
Large Rectangle................................. $150 month
300x600 pixels
Medium Rectangle.............................. $100 month
300x300 pixels
Small Rectangle................................. $75 month
180x90
Obits Sponsor................................. $200 month
300x300 pixels
Policy

General Policies
All advertising copy submitted is subject to rejection or cancellation at any time by the Uvalde Leader-News for any reason consistent with the newspaper's policy.

Uvalde Leader-News 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 Leader-News 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 Leader-News 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 Leader-News 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 Uvalde Leader-News, 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 $25 will be made for a check returned for insufficient funds.

<table>
<thead>
<tr>
<th>Classified Display Ads</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard PASS — 8 column format</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 column.............................. 1.24 inches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 column.............................. 2.64 inches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 column.............................. 4 inches</td>
<td></td>
<td></td>
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<tr>
<td>4 column.............................. 5.45 inches</td>
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<td></td>
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<tr>
<td>5 column.............................. 6.85 inches</td>
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<td></td>
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<tr>
<td>6 column.............................. 8.25 inches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 column.............................. 9.66 inches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 column.............................. 11 inches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page Depth.......................... 21.1875 inches</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Display Ads
Individual rate: $8.50 per column inch
Commercial rate: $10.10 per column inch
Employment display advertisement: $15.00 per column inch
Real Estate: $7.75 per column inch
Blind box number: $15.00
Lost, Found, Misc., Work Wanted ads: no charge for one issue up to 40 words

CARD OF THANKS/NOVENAS
up to 10 lines: $25.00; $1.00 for each additional line.

Legal Notices/Public Notice
$1.85 per line

Service Directory
3 months (26 issues): $325
1 month (9 issues) $135

Super Seller Auto Ad
Run until you sell it! One low price of $34.95 guarantees your ad will run until the vehicle sells. Offer includes kit with for-sale signs to display in the vehicle. Private party customers only.

<table>
<thead>
<tr>
<th>Classified Rates</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Garage/Yard Sale</td>
<td>$7.50 15 words 1 issue</td>
<td></td>
</tr>
<tr>
<td>Garage/Yard Sale</td>
<td>$12.50 40 words 2 issues</td>
<td></td>
</tr>
<tr>
<td>Misc (Commercial)</td>
<td>$8.50 40 words 1 issue</td>
<td></td>
</tr>
<tr>
<td>Help Wanted</td>
<td>$25.00 40 words 2 issues</td>
<td></td>
</tr>
<tr>
<td>Help Wanted</td>
<td>$49.00 40 words 4 issues</td>
<td></td>
</tr>
<tr>
<td>Help Wanted</td>
<td>$94.98 40 words 8 issues</td>
<td></td>
</tr>
<tr>
<td>Help Wanted</td>
<td>$134.97 40 words 16 issues</td>
<td></td>
</tr>
<tr>
<td>Help Wanted</td>
<td>$169.97 40 words 24 issues</td>
<td></td>
</tr>
<tr>
<td>Real Estate, Commercial Property, Homes for Sale, Farms &amp; Ranches, Land for Sale, Mobile Homes for Sale &amp; River Property</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Real Estate</td>
<td>$9.99 40 words 1 issue</td>
<td></td>
</tr>
<tr>
<td>Commercial Property</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Homes for Sale, Farms &amp; Ranches, Land for Sale, Mobile Homes for Sale &amp; River Property</td>
<td></td>
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</tr>
<tr>
<td>Help Wanted</td>
<td>$19.99 40 words 2 issues</td>
<td></td>
</tr>
</tbody>
</table>

INDIVIDUAL
Apartments for Rent, $7.99 20 Words 2 issues
Auctions, Business Opportunities, Business Services, Education, Estate Sales, Farm Equipment, Firewood for Sale, for Lease, Hay for Sale, Homes for Rent, Hunting Leases, Hunting Leases Wanted, Livestock, Misc. Rents, Misc. Wants, Mobile Homes for Rent, Pets, Tutoring

BUSINESS
Apartments for Rent, $9.99 20 Words 2 issues
Auctions, Business Opportunities, Business Services, Education, Estate Sales, Farm Equipment, Firewood for Sale, for Lease, Hay for Sale, Homes for Rent, Hunting Leases, Hunting Leases Wanted, Livestock, Misc. Rents, Misc. Wants, Mobile Homes for Rent, Pets, Tutoring
Internet Rate Card

Average Monthly Site Traffic

Page views: 118,000
Unique Visitors: 31,800
Users: 6,000

E-edition views average: 150 each issue

ONLINE ADVERTISEMENT

Bottom Leader Board... was $375 NOW $200 month
728x90 pixels

Large Rectangle........ was $300 NOW $150 month
300x600 pixels

Medium Rectangle........ was $250 NOW $100 month
300x300 pixels

Small Rectangle........... was $200 NOW $75 month
180x90

Obits Sponsor............... was $400 NOW $200 month
300x300 pixels

For more information about online advertising or other advertising opportunities, please contact a sales representative.

Gloria Resma ........................................ gresma@ulnnow.com
Celeste Navarro......................... cnavarro@ulnnow.com
Norma Ybarra......................... nybarra@ulnnow.com
APPLICATION FOR CREDIT

Firm / Company Legal Name

Trade Name

Physical Address

Billing Address

Type of Business

Federal ID Number

TAXABLE? Yes No if not, please furnish tax exempt number

Owners / Authorized Buyers

Authorized Ad Buyer

Are Purchase Orders Required? Yes No

Officer/Owners (owner’s home address and SSN required for individual & partnership firms)

Trade Name

Firm / Company Legal Name

State

Phone #

Bank Name

Account Number

Bank Officer

References

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

Name

Street Address

State

Phone #

Bank Name

Account Number

Bank Officer

Terms

In consideration of any credit extended to me by Leader-News, Inc., I hereby agree:

1. 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 past 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 PERCENTAGE RATE of eighteen (18) percent] on the unpaid balance.

4. The LEADER-NEWS, INC. may limit the amount of my purchases under this agreement.

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

6. The LEADER-NEWS, INC. 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 LEADER-NEWS, INC. 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: ________________________________