ROP/ Display Pre-Print Rates – Effective February 1, 2022

DEADLINES

Tuesday, noon..............................................Thursday Issue
Thursday, noon. ..............................................Sunday Issue
DEADLINES FOR CANCELING ADVERTISING ARE THE SAME.

OPEN RATE: $11.50 per column inch
CHARITABLE RATE: $7.75

Bulk Monthly and Annual Contracts available

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
$50 to $75 per thousand, depending on size.

Color Rates
The charge for color is on one page. Multiple page color ads are charged per page.

Full Color: $149.00

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.

Special Sections:

ROP/ Display Pre-Print Rates – Effective February 1, 2022

For more information about online advertising or other advertising opportunities, please contact us.

RETAIL SALES
Brittany Arp Advertising Representative........................................ barp@ulnnow.com
Pete Luna General Manager.............................................................. pluna@ulnnow.com

CLASSIFIEDS
Norma Ybarra Classified Manager........................................ nybarra@ulnnow.com

Frio-Nueces Current – Pearsall, Texas
Circulation 1,944 includes mail and single copy sales
Retail area: Frio and La Salle counties
Pick-up rate: $5 per column inch
(if the ad runs first in the Uvalde Leader-News)
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.
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 ........................ were $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.

Brittany Arp ........................................ barp@ulnnow.com
Norma Ybarra ........................................ nybarra@ulnnow.com
ROP/ Display Pre-Print Rates:

OPEN RATE: $9.50 per column inch

No agency discounts or special rates for classified.

CHARITABLE RATE: $6.75

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.

ROP Make Up Requirements:

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

Deadlines:

Monday, 5:00 p.m. ...................................................... Thursday 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 ........................................................................ 5.61 inches
4 column ........................................................................ 7.54 inches
5 column ........................................................................ 9.47 inches
6 column ........................................................................ 11.4 inches

Classifieds Display Ads

Example: happy birthday, anniversary, in memory, thank you, etc. Businesses that have something to sell or a service they offer.

$9.25/inch

Real Estate Display

$9.25/inch

Contracts available

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

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. 35¢ per word after that.

Employment - Line Ads

Local businesses looking for help wanted

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

50¢ per word after that.

Garage Sales

$10.00 up to 15 words; 35¢ per word after that.

Legal Notices

35¢ per word.

Service Directory

$25.00 (13 week commitment)

Paid in advance (includes online)

Pre-Printed Insert Rates

$65 per thousand. Full run consists of 3,500 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: $149

Buy 3 weeks Get 4th free

<table>
<thead>
<tr>
<th>Modular Sizes</th>
<th>Width x Height</th>
<th>1 Week</th>
<th>2 Weeks</th>
<th>3 Weeks</th>
<th>4th Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8 Page</td>
<td>5.5 X 4.5 inches</td>
<td>$295.00</td>
<td>$501.50</td>
<td>$708.00</td>
<td>FREE</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>5.5 X 9 inches</td>
<td>$495.00</td>
<td>$841.50</td>
<td>$1,188.00</td>
<td>FREE</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>11 X 9 inches</td>
<td>$895.00</td>
<td>$1,521.50</td>
<td>$2,148.00</td>
<td>FREE</td>
</tr>
<tr>
<td>Full Page</td>
<td>11 X 18 inches</td>
<td>$1,695.00</td>
<td>$2,881.50</td>
<td>$4,068.00</td>
<td>FREE</td>
</tr>
</tbody>
</table>
## Bulk Annual Contract Rates

<table>
<thead>
<tr>
<th>Open Rate: $11.50</th>
<th>2022 Contract Rate</th>
<th>% Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$3,000</td>
<td>$9.20</td>
<td>20</td>
</tr>
<tr>
<td>$4,000</td>
<td>$9.09</td>
<td>21</td>
</tr>
<tr>
<td>$5,000</td>
<td>$8.97</td>
<td>22</td>
</tr>
<tr>
<td>$6,500</td>
<td>$8.86</td>
<td>23</td>
</tr>
<tr>
<td>$8,000</td>
<td>$8.74</td>
<td>24</td>
</tr>
<tr>
<td>$10,000</td>
<td>$8.63</td>
<td>25</td>
</tr>
<tr>
<td>$15,000</td>
<td>$8.40</td>
<td>27</td>
</tr>
<tr>
<td>$20,000</td>
<td>$8.28</td>
<td>28</td>
</tr>
<tr>
<td>$25,000</td>
<td>$8.05</td>
<td>30</td>
</tr>
<tr>
<td>$30,000/over</td>
<td>$7.48</td>
<td>35</td>
</tr>
</tbody>
</table>

Note: All revenue spent with the Uvalde Leader-News 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 sponserships do not qualify for discounted rates.