



Inform... Inspire... Involve



Tyler Morning Telegraph

ADVERTISING RATE CARD

OPEN RETAIL ADVERTISING RATE

Column Inch Sunday – Saturday \$19.41*

*Commissionable to recognized advertising agencies for camera-ready copy submitted by published deadline and paid in full by the end of the following month. All ads will be uploaded to tylerpaper.com for a minimal fee which is subject to change.

PICKUP DISCOUNTS

An advertiser may pick up any ad with no change in copy after one full price run for up to six days after the first run day for a 25% discount and a second pick up day at a 40% discount.

Ads receiving pickup discounts must run after one full price run. At the end of a seven-day cycle starting with a full price run, another full price run must be placed in order to receive further pickup discounts.

TERMS OF PAYMENTS

Advertising statements are due upon receipt. All advertising is payable in advance unless credit has been established with the publisher. Some restrictions apply. VISA and MasterCard accepted. No credit card charges accepted over \$500.

RATE POLICY

Advertisers shall be entitled to the local retail advertising rate when advertising the sale of merchandise or services from one or more permanent locations within the newspaper's circulation area. Annual lineage contracts are available.

ANNUAL LINAGE CONTRACT PLANS

Contracts available through the Retail Advertising Department. Some restrictions apply.

VOLUME CONTRACTS

Inches	Daily	Fri-Sat-Sun
500	\$17.08	\$18.58
1000	\$15.00	\$17.00
1500	\$14.00	\$16.50
2500	\$13.25	\$15.75
5000	\$12.50	\$15.00
7500	\$11.80	\$14.25
10000	\$11.00	\$13.25

All ads will be uploaded to tylerpaper.com for a minimal fee which is subject to change.

MULTI-SIGNATURE/CO-OP/VENDOR RATE

Advertisements appearing with the names of two or more businesses be billed at the applicable open rate, as will co-op or vendor ads placed on behalf of retailers.

BANNERS

	OPEN RATE	3 MONTH	6 MONTH	9 MONTH	12 MONTH	LOCATION	UNITS
Owned Media	\$12.00	\$10.00	\$9.00	\$8.00	\$7.50	ROS	Per/1000
Animation Upcharge	\$2.00	\$1.00	\$1.00	\$1.00	\$1.00		Per/1000
Sliding Billboard* (parallax possible)	\$25.00	\$25.00	\$22.50	\$21.00	\$20.00	Front Page	Per/1000
Floating Bottom*	\$25.00	\$25.00	\$22.50	\$21.00	\$20.00	Mobile	Per/1000
Extended Networks (programmatic)	\$15.00	\$13.00	\$12.00	\$11.00	\$10.00		Per/1000

*Day selection and day-parting available

CHURCH/NON-PROFIT RATE

Includes churches and church-related announcements and activities. Advertising must be paid for by the organization whose non-profit status is used. Non-profit organizations are eligible who have 501(c)(3) status. A copy must be on file with the newspaper to qualify. **No other discounts apply.**

Column Inch Sunday – Saturday \$16.37

GUARANTEED POSITION

All advertisements are accepted ROP (run of paper). Guaranteed position can be provided for an additional 20% of the cost of the ad.

COLOR Full Color

30% of Base Cost of Ad

FRONT PAGE STRIPS

6x2 Full Color

1X \$700 | 3X or more \$600 each*

POST IT NOTES

Standard 3x3

1X \$700 | 3X or more \$600 each*

KRAFT WRAPPER

To Print \$1,800 | To Insert \$600

Total \$2,400

*Contract Required

RETAIL COLUMN WIDTHS

6 Columns – 46" Web

Columns	Inches
1	1.63
2	3.33
3	5.04
4	6.75
5	8.46
6	10.167
Double Truck	21.167

Full Page size is 10.375x20.5 Standard Advertising Unit (SAU)

Modular Packages

ADVANTAGE \$2,980/MONTH

4 QUARTER PAGE ADS WITH FULL COLOR
 4 EIGHTH PAGE ADS WITH FULL COLOR
 100,000 DIGITAL IMPRESSIONS

EXPANDED \$1,690/MONTH

2 QUARTER PAGE ADS WITH FULL COLOR
 2 EIGHTH PAGE ADS WITH FULL COLOR
 75,000 DIGITAL IMPRESSIONS

PLUS \$1,200/MONTH

4 EIGHTH PAGE ADS WITH FULL COLOR
 50,000 DIGITAL IMPRESSIONS

Block Buster Packages

(Required to run within 30 days)

FULL PAGE

\$4,760

3 FULL PAGE ADS WITH FULL COLOR
 100,000 DIGITAL IMPRESSIONS

- ADDED VALUE -

Each additional full page with full color \$1,320

HALF PAGE

\$2,610

3 HALF PAGE ADS WITH FULL COLOR
 50,000 DIGITAL IMPRESSIONS

- ADDED VALUE -

Each additional half page with full color \$670

QUARTER PAGE

\$1,435

3 QUARTER PAGE ADS WITH FULL COLOR
 50,000 DIGITAL IMPRESSIONS

- ADDED VALUE -

Each additional quarter page with full color \$345

PREPRINT RATES

DELIVERY ADDRESS: 313 E. Tyler St. Longview, Texas 75610

PREPRINT DELIVERY HOURS: 8 a.m. – 4 p.m. Monday thru Friday

Preprints are billed monthly at applicable rates and charges are determined by the chart below. Material deadline is ten days prior to publication date. Linage does not apply to annual contract rates. Please call 903-596-6246 for pricing on preprints in unusual sizes or for current quantities.

ALL INSERTIONS ARE FULL RUN

Commercial Print Rates Available Upon Request

Category	Open	Plan 1		Plan 2		Plan 3		Plan 4		Plan 5	
Frequency Terms		102,000-220,000		220,001-425,000		425,001-850,000		850,001-1,350,000		Over 1,350,001	
		Daily	Sun.	Daily	Sun.	Daily	Sun.	Daily	Sun.	Daily	Sun.
Single Sheet	\$43	\$33	\$35	\$32	\$34	\$31	\$33	\$30	\$32	\$28	\$31
4 tab/2 std	\$46	\$35	\$37	\$34	\$36	\$33	\$35	\$32	\$34	\$31	\$35
6-8 tab/4 std	\$47	\$36	\$38	\$35	\$37	\$34	\$36	\$33	\$35	\$32	\$34
10-14 tab/ 6 std	\$49	\$39	\$41	\$38	\$40	\$37	\$39	\$36	\$38	\$35	\$37
16-18 tab/8 std	\$54	\$42	\$44	\$41	\$43	\$40	\$42	\$39	\$41	\$38	\$40
20-22 tab/10 std	\$58	\$45	\$47	\$44	\$46	\$43	\$45	\$42	\$44	\$41	\$43
24-28 tab/12-14 std	\$62	\$48	\$50	\$47	\$49	\$46	\$48	\$45	\$47	\$44	\$46
32-36 tab/16-18 std	\$66	\$52	\$54	\$51	\$53	\$50	\$52	\$49	\$51	\$48	\$50
40+ tab/20+ std	\$70	\$55	\$57	\$54	\$56	\$53	\$55	\$52	\$54	\$51	\$53