



# 2021 DIGITAL **RATE CARD**

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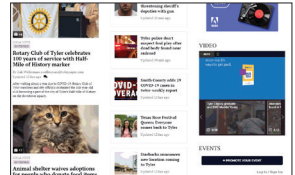
## BANNERS

	Open Rate	MONTHS				Location	Units
		3	6	9	12		
Owned Media	\$12	\$10	\$9	\$8	\$7.5	ROS	Per/1000
Animation Upcharge	\$2	\$1	\$1	\$1	\$1		Per/1000
Sliding Billboard* <i>(parallax possible)</i>	\$25	\$25	\$22.5	\$21	\$20	Front Page	Per/1000
Floating Bottom*	\$25	\$25	\$22.5	\$21	\$20	Mobile	Per/1000
Extended Networks <i>(programmatic)</i>	\$15	\$13	\$12	\$11	\$10		Per/1000

\*Day selection and day-parting available

## VIDEO PRE-ROLL

Open Rate	MONTHS				Units
	3	6	9	12	
\$24	\$23	\$22	\$21	\$20	Per/1000



## EMAIL SPONSORSHIP

Sponsor ads are sold by day of week. Sponsor has 100% share of voice for that email for that day, delivered on 4 consecutive weeks.

	Open Rate	MONTHS				Frequency (PER MONTH)	Units
		3	6	9	12		
News <i>(daily &amp; breaking)</i>	\$300	\$275	\$250	\$225	\$200	4X (minimum)	Flat*
Sports	\$150	\$140	\$130	\$120	\$100	4X	Flat*
Death Notices	\$300	\$275	\$250	\$225	\$200	4X	Flat*
Entertainment	\$150	\$140	\$130	\$120	\$100	4X	Flat*

\*Billed Monthly

## EMAIL BLAST ADVERTISER OFFER

Open Rate: \$300      Frequency: 1X

## DIGITAL SERVICES

**Logo Creation - \$250**

**Website Development - Varies**

**Directory Listings Repair - \$100 / Per Mth – 6 Mths**

**SEM - Varies**

## WEBSITE HOSTING

**Basic - \$25/mth**

**Managed - \$150/mth**

(includes 10,000 newspaper website impressions and monthly website updates – excluding coding changes)

**Lead Capture Landing Page - \$250**

## VIDEO PRODUCTION

**\$150 Hourly Rate**

Discounts Available  
For Larger, Custom  
Video Work



## SOCIAL

**Social Media Management** (Creation And Posting)

**\$300 / 2x Per Week or \$450 / 4x Per Week**

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**Native Content** (Creation) - **\$150**

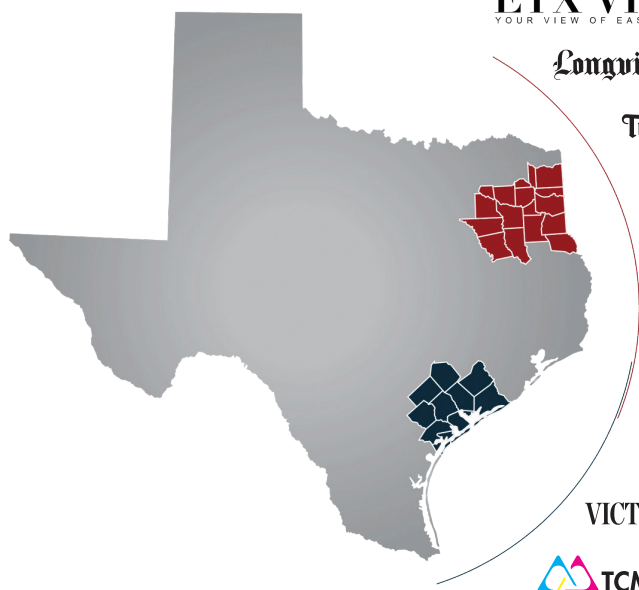
**Native Advertising** (Newspaper Website) - **\$20 / 1,000**

**Blog Post** (Creation) - **\$150**



# ***The Largest Marketing Company In East Texas***

Our diversified media and marketing solutions deliver unique experiences for consumers and advertisers across all platforms, both traditional and digital.



**ETX VIEW**  
YOUR VIEW OF EAST TEXAS

**Longview News-Journal**

**Tyler Morning Telegraph**

**The Panola Watchman**

**NEWS MESSENGER**

**KILGORE NEWS HERALD**

**m.roberts DIGITAL**

**VICTORIA ADVOCATE**

**TCMPRINTING**  
imagine • create • deliver

## **Reach 15 Counties in Texas through:**

*6 Award-Winning Newspapers*

*Our Full Service Digital Agency, M. Roberts Digital*

*Our Stunning Magazine, ETX View*

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