

# THE JACKSON COUNTY HERALD-TRIBUNE

# CLASSIFIEDS

The Classified Pages that serve all of Jackson County, including Edna, Ganado, Inez, Lolita, Vanderbilt, Francitas and LaWard.

**306 N. Wells, P.O. Box 1099 Edna, TX 77957**  
**(361) 782-3547 (361) 782-2131 Fax: (361) 782-6002**

Mastercard, VISA, Discover Accepted • Business Hours: Monday through Friday, 8:00 a.m. - 5:00 p.m.

## Classified Advertising Rates

Classifieds & Legals-deadline Friday at 5 p.m.

### 14. Classified Display Rates

- National Rate \$9.00
- Local Rate \$8.00
- Pick-up Rate \$7.00
- Non-Profit Rate \$6.50

### 15. Classified Word Ads

25 words or less \$7.25 \$1 extra for box  
25¢ each additional word

### 16. Cards of Thanks

40 words or less \$15.00 25¢ each additional word or display ad at non-profit rate

### 17. Legal Rates

Public notices and legal advertising are run at a cost of 45¢ per word for English, 55¢ per word for Spanish.

Includes posting on [www.jacksonconews.com](http://www.jacksonconews.com)

### 18. General Information

The *Jackson County Herald-Tribune* qualify as “a newspaper of general distribution” for the publication of all notices, legal advertising and other purposes. The *Jackson County Herald-Tribune* is published in the city of Edna, Jackson County, Texas.

### 19. Classified Mechanical Requirements

See number 13 for requirements

### 20. General Copy and Contract Regulations

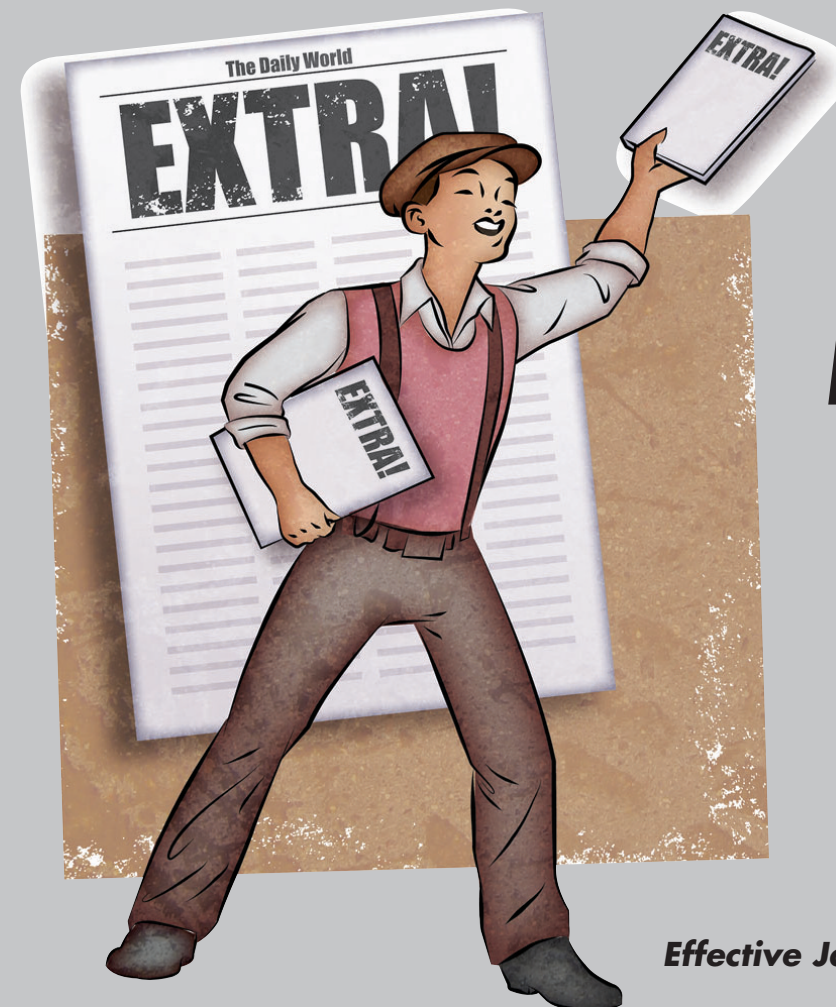
Pertaining to all display advertising, retail and classified: In the event of an error, *The Jackson County Herald-Tribune* will be responsible only for the actual cost of the space affected. We will be happy to furnish a letter to the advertiser stating the correct copy. Furthermore, the advertiser and/or advertising agency or agent assumes all liability for advertisements published (including illustrations, text, claims, etc.) and agrees to assume any and all responsibility for claims occurring there from against *The Jackson County Herald-Tribune*.

## Jackson County

# Herald-Tribune

— Jackson County's source for news since 1906 —

(361) 782-3547 • 306 N. Wells • Edna, Texas



## Media Rate Card

Effective January 1, 2017



# Area Demographic & Information

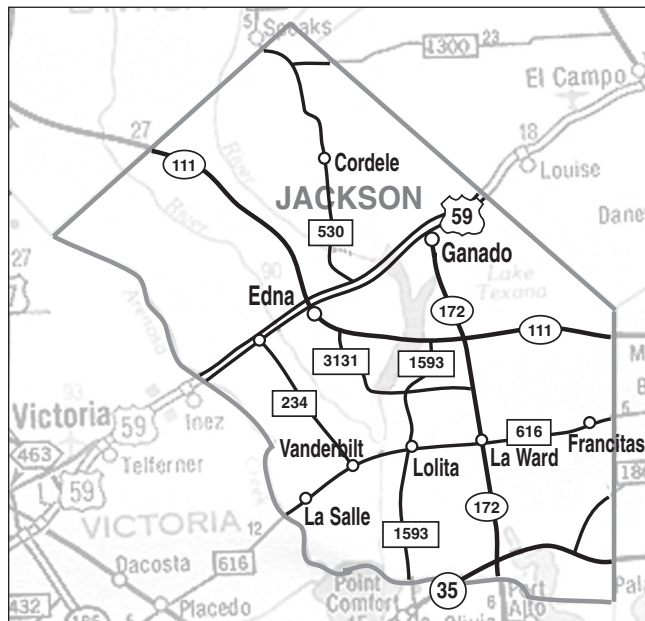
## 1. Coverage Area

Coverage area of the *Jackson County Herald-Tribune* includes the communities of Edna, Ganado, La Ward, Lolita and Vanderbilt.

## 2. Jackson County Demographics

<i>Based on 2015 Census</i>	<b>Edna 77957</b>	<b>Ganado 77962</b>	<b>La Ward 77970</b>	<b>Lolita 77971</b>	<b>Vanderbilt 77991</b>
Total Persons	5,792	2,003	223	555	395
Total Households	1,859	1,861	63	231	146
Race:					
White	2,760	1,552	148	331	271
African American	766	342	0	3	43
Hispanic	1,871	935	65	213	132
Housing Costs:					
Value	\$86,100	\$79,978	\$58,883	\$96,261	\$48,000
Gross Rent	\$766.00	\$718.00	\$323.00	\$375.00	\$388.00
Income:					
Median HH	\$46,875	\$46,272	\$44,519	\$44,098	\$43,630
Median Family	\$35,487	\$39,514	\$45,833	\$55,684	\$34,375
Per Capita	\$18,972	\$20,261	\$21,182	\$36,468	\$29,656

## 3. Jackson County



# Display Advertising Rate Schedule

## 4. Display Advertising Rates

- National Rate \$9.00
- Local Rate \$8.00
- Pick-up Rate \$7.00
- Non-Profit Rate \$6.50

## 5. National Rate

A 15% Commission is allowed to established advertising agencies based on the above National Rate, payable within the following month of insertion.

## 6. Preprinted Inserts

\$90 per thousand

## 7. Advertising Deadline/Weekly Publication Date

Advertising deadline for *The Jackson County Herald-Tribune* is 5 p.m. Friday for that week's publication. Each publication is dated and delivered each Wednesday.

## 8. Color Advertising

Color advertising is accepted at an extra charge of \$100.00 per color in addition to black for any size ad up to a full page. A double truck will be considered as two pages and color would be charged at \$150.00 per color. Process color is accepted at an extra charge of \$225.00 per page. Color separations extra.

## 9. Wedding Announcements

- With photo \$50

*Excess length will be charged according to number of words. Photos must be of good reproducible quality and will be accepted at the discretion of the editor.*

## 10. Engagement/Anniversaries

- With photo \$40  
(50th anniversaries no charge)

*Photos must be of good reproducible quality and will be accepted at the discretion of the editor.*

## 11. Birth Announcements

- FREE

## 12. Subscriptions

In Jackson County \$35.00/year Elsewhere in Texas \$45.00/year Out of State \$48.00/year

**News Stand Price \$1.00 per copy**

## 13. Mechanical Requirements

Printed Offset - SAU (Standard Advertising Units)

Column Width: 1.637 inches or 9p9.9 picas

Page Depth: 21 inches

Full Page 6 columns x 21 inches, 129 total column inches.