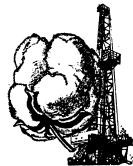


# Lamesa Press Reporter



P.O. Box 710  
 523 North First Street  
 Lamesa, TX 79331  
 Phone: (806) 872-2177  
 Fax: (806) 872-2623

*Serving the people of Lamesa and the surrounding area since 1905*  
**Published each Wednesday and Sunday**

## Advertising Rate Schedule - Effective January 1, 2011

1. Walter Buckel, Publisher Emeritus  
 Russel Skiles, Publisher – publisher@pressreporter.com  
 Herrel Hallmark, Editor – editor@pressreporter.com  
 Denise Barron, Display Advertising Manager – adsales@pressreporter.com  
 Gloria Shaw, Classified Advertising Manager – classifieds@pressreporter.com  
 Venita Loftin, Accounting and Office Manager – accounting@pressreporter.com  
 Cindy Martinez, Circulation Manager – circulation@pressreporter.com
2. Represented by Texas Press Service, Inc., 718 West Fifth Street, Austin, Texas, 78701-2799,  
 Phone: (512) 477-6755; Fax: (512) 477-6759; www.texaspress.com
3. 15% commission allowed agencies on display advertising **when paid within 60 days of billing.** No  
 commission or discount allowed on Earned Rate Schedules.
4. General policies governing all advertising:
  - The Press-Reporter reserves the right to edit or reject, at its option, any advertisement.
  - Cash required from all firms and individuals whose credit has not been previously established.
  - All political advertising is at regular rates and must be paid in advance
5. **OPEN RATE:** Local and National, per inch . . . . . \$6.00  
  
**DISPLAY RATES:**  
 Discounts allowed to local accounts, bringing the NET RATE, when paid by the 20<sup>th</sup> of the following  
 month, to the following schedule per inch:  
     Up to 60 column inches per calendar month . . . . . \$4.30  
     61 - 125 column inches per calendar month . . . . . \$4.20  
     126 - 500 column inches per calendar month . . . . . \$4.10  
     501 or more column inches per calendar month . . . . . \$4.00
6. **COLOR RATES:** per plate . . . . . \$60.00
7. **PREPRINT INSERT RATE:** per 1,000 inserts  
     Up to 12 tab pages or 6 full pages . . . . . \$65.00  
     16 tab pages or 8 full pages . . . . . \$70.00  
     20 tab pages or 10 full pages . . . . . \$75.00  
     24 tab pages or 12 full pages . . . . . \$80.00  
 No agency discounts allowed. Three-day advance delivery required. Additional hand-insertion fee  
 of \$5.00 per 1000 will be charged for material either too small or too large for machine insertion.  
 Discount available for four or more full-run insertions per month. Minimum 3,000 copies required.
8. **ROP MAKEUP REQUIREMENTS:** Depth 21-inch standard; 11.62-inch, six-column PASS width
9. **CLOSING DEADLINES:** Noon Tuesday for Wednesday edition. Noon Friday for Sunday edition.  
 If PROOF is desired, deadline is 5:00 p.m. Monday and 5:00 p.m. Thursday
10. **MECHANICAL MEASUREMENTS:** 25-inch broadsheet web, 22 3/4-inch cutoff at press;

(over)

Printing image 11.62x21-inch maximum.

11. **SPECIAL RATES:**  
**LOCAL CHURCHES, CIVIC GROUPS, NON-PROFIT ORGANIZATIONS,**  
per column inch ..... \$3.70  
**LOCAL MONTHLY** standing display advertising (maximum size ad 15 column inches)  
per column inch, per run ..... \$3.90  
**MONTHLY BUSINESS DIRECTORY**  
runs on last Sunday of each month and is included on website ..... \$13.00  
**BUSINESS CARD**  
per run, each Wednesday ..... \$13.00  
(\$5 charge each time copy must be re-set)  
**CHURCH PAGE SPONSORSHIP**  
per run (runs once each week; four or five times monthly) ..... \$11.00
12. **CLASSIFIED RATES:**  
**MINIMUM**, per insertion (15 words) ..... \$5.25  
Each additional word, per insertion ..... \$ .35  
**LEGAL RATES:** per word, per insertion ..... \$ .30  
**CLASSIFIED DISPLAY** per column inch ..... \$4.30  
**CLASSIFIED STANDING DISPLAY** per column inch ..... \$3.80
13. **PATCH ADS:** Classified ads appearing in *Lamesa Press-Reporter*, *Andrews County News*,  
*Brownfield News*, and *Seminole Sentinel* (combined circulation of 11,000)  
**MINIMUM**, per insertion (up to 20 words) ..... \$9.00  
Each additional word, per insertion ..... \$ .40
14. **CIRCULATION (9-22-2010 Postal Statement):** Paid/Requested - 3,059  
Paid and Free Distribution: 3,170
15. **SUNDAY EDITION** includes American Profile magazine and Lifestyles section featuring weddings,  
engagements, anniversaries, recipes, etc.
16. **ANNUAL SPECIAL SECTIONS:** Community Guide, Wedding, Easter Coloring Book, Graduation,  
Back-to-School, Football, Agriculture, Holiday Recipes, Christmas Song Book
17. **MEMBER:** Texas Press Association, West Texas Press Association, Texas Newspaper Advertising  
Bureau, National Newspaper Association

**LAMESA PRESS-REPORTER** is an award-winning, ALL LOCAL NEWS community newspaper  
established in 1905. Member: Texas Press Association and Texas Press Service, Inc,  
West Texas Press Association, National Newspaper Association

## Website Advertising Rates

[www.pressreporter.com](http://www.pressreporter.com) – the online edition of the *Lamesa Press-Reporter*

### BANNERS

<b>Top:</b>	\$30 per week	\$60 per month	\$600 per year
<b>Right:</b>	\$20 per week	\$40 per month	\$400 per year
<b>Bottom:</b>	\$20 per week	\$40 per month	\$400 per year

All banner positions are rotating and are subject to availability.

**BUSINESS DIRECTORY:** \$13 per month (includes monthly listing in print edition)