

Irving Rambler Rate Card 2010

The Irving Rambler is Irving's weekly community newspaper targeting Irving's people, places and events. We effectively reach the Irving market even in a tough economy. The Irving Rambler provides information on the local government, schools and the people of Irving. It's an ideal venue to reach the people in Irving who are active in their community.

- Weekly printing with distribution to people who are so interested in the community that they pay for the newspaper***
- Optional discounted advertising in the Grand Prairie Rambler***
- Kept and passed on providing a very high readership***
- Providing articles that readers talk about***



the Irving Rambler

P.O. Box 177731 - Irving, TX 75017 - Phone 214-675-6493 - john@irvingrambler.com

2010 Advertising Rates

Advertising is a critical investment in the success of your business, and one of the best investments you can make is advertising in the Irving Rambler.

Rates are based on both schedule and size. Ads are available in one column inch increments starting at 2 column inches with a full page totaling 80 column inches. Discounts start at 20 column inches purchased in any frequency and or size combination allowing us to fit almost every need. The examples below are for common sizes and frequencies.

B/W Rates by the Column Inch

1 - 19	-----	\$17.71
20 - 39	-----	\$15.08
40 - 59	-----	\$11.60
60 - 79	-----	\$11.37
80 - 159	-----	\$10.66
160 - 319	-----	\$10.37
320 - 639	-----	\$10.06
640 - 999	-----	\$9.81
1000 - 1999	-----	\$9.55
2000	-----	\$9.30

Color Rates by the Column Inch

1 - 19	-----	\$20.37
20 - 39	-----	\$17.34
40 - 59	-----	\$13.34
60 - 79	-----	\$13.08
80 - 159	-----	\$12.26
160 - 319	-----	\$11.93
320 - 639	-----	\$11.70
640 - 999	-----	\$11.28
1000 - 1999	-----	\$10.98
2000	-----	\$10.70

The column rate is based on the cumulative amount of inches in the overall contract. Rates subject to change without notice. PLEASE NOTE: *Payment is due in full prior to the ad run.*

Classified & Legal

\$2.20 per line

Lines consist of:

- An average of 21 characters
- Arial Narrow
- 9 point type

Announcements

\$1.38 per line

Lines consist of:

- An average of 28 characters
- Times New Roman
- 10 point type

Obituaries

\$1.38 per line

The first 10 lines are free

Lines consist of:

- An average of 28 characters
- Times New Roman
- 10 point type

Non-Profit rate \$9.55

Worship listings are \$1.00 per line

Lines consist of:

- An average of 21 characters
- Arial Narrow
- 9 point type

Specifications based on column width:

1 Column	1.90 inches
2 Columns	3.92 inches
3 Columns	5.95 inches
4 Columns	7.97 inches
5 Columns	10.00 inches

Height:

Anything from 1 inch to 16 inches

PHYSICAL MEDIA

CDs/DVDs

Send All Materials to:

Irving Rambler, P.O. Box 177731, Irving, TX 75017

Issue and Closing Dates

To place a Grand Prairie Rambler advertisement or online, please call 214-675-6493.

SPECIFICATIONS

--Images must be CMYK, single colors will be converted to CMYK process equivalent.

--Use a minimum input resolution of 300 dpi for images; for line art or scanned text, use a minimum of 800 dpi.

--Rules and frames for graphics and images should not be less than 0.5 point.

--All partial page ads with no hard edge are required to have a rule/ border to separate it from editorial content.

--Total Ink - maximum of 240%.

--No less than 15% is recommended for a flat tint for consistent reproduction.

--Type reversed out of a single ink area should be no less than 10 point (sans serif bold). Type reversed out of two or more overprinting colors should be no less than 12 point (sans serif bold).

--When reversing type out of a screened single-ink background, the background screen should be at least 50% in tonal value. Screen type

reversed in a solid color must not exceed 15% tint in tonal value if both the type and background are the same color. We can not be responsible for reproduction of any type smaller than the above specifications and full payment will be enforced.

Additional SNAP specifications can be found at the Newspaper Association of America website at: www.naa.org/snap.

File Formats Software Applications For Output.

We prefer that your files be PDF formats. Be sure to use "print optimized" settings when creating your PDF. This will ensure that all of your fonts are included and your images are high resolution. These formats provide the most effective means for transmitting and printing across a variety of operating systems. If you cannot provide PDF's, we will accept creative composed in Photoshop.

Files that do not meet specifications or require additional work may incur charges.

B/W RATES FOR THE GAMES SECTION

There are three advertising options per page but only two advertisements will run per page.



Seek & Find Puzzle

	6x	13x	26x	51x	More
B / W	\$68.15	\$52.45	\$48.18	\$47.93	call



Seek & Find Puzzle

	6x	13x	26x	51x	More
B / W	\$117.09	\$109.75	\$106.80	\$103.59	call



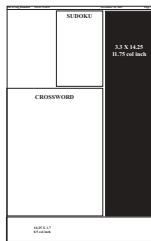
Word Search Puzzle

	6x	13x	26x	51x	More
B / W	\$182.02	\$177.18	\$171.81	\$167.49	call



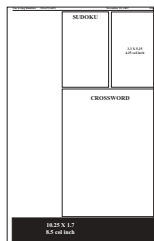
Sudoku Puzzle

	6x	13x	26x	51x	More
B / W	\$64.35	\$49.53	\$45.51	\$44.28	call



Sudoku Puzzle

	6x	13x	26x	51x	More
B / W	\$134.22	\$125.80	\$122.73	\$118.74	call



Crossword Puzzle

	6x	13x	26x	51x	More
B / W	\$99.07	\$91.01	\$88.56	\$85.91	call

EXAMPLES

Full Page Ad - 80"

	1x	4x	6x	8x	13x	26x	51x	More
B/W	\$852.80	\$804.80	\$804.80	\$784.80	\$764.00	\$744.00	\$744.00	call
Color	\$980.80	\$936.00	\$936.00	\$902.40	\$878.40	\$856.00	\$856.00	call



(10" x 16")

3/4 Page Ad - 60"

	1x	4x	6x	8x	13x	26x	51x	More
B/W	\$682.20	\$622.20	\$603.60	\$603.60	\$588.60	\$573.00	\$558.00	call
Color	\$784.80	\$715.80	\$702.00	\$702.00	\$676.80	\$658.80	\$642.00	call



(10" x 12")

3/5 Page Ad - 48"

	1x	4x	6x	8x	13x	26x	51x	More
B/W	\$556.80	\$497.76	\$497.76	\$482.88	\$482.88	\$458.40	\$446.40	call
Color	\$640.32	\$588.48	\$588.48	\$561.60	\$561.60	\$527.04	\$513.60	call



(5.95" x 16")

1/2 Page Ad - 40"

	1x	4x	6x	8x	13x	26x	51x	More
B/W	\$464.00	\$414.80	\$414.80	\$402.40	\$402.40	\$382.00	\$372.00	call
Color	\$533.60	\$477.20	\$477.20	\$468.00	\$468.00	\$439.20	\$428.00	call



(10" x 8")

1/3 Page Ad - 27"

	1x	4x	6x	8x	13x	26x	51x	More
B/W	\$407.16	\$287.82	\$279.99	\$279.99	\$271.62	\$264.87	\$257.85	call
Color	\$468.18	\$331.02	\$322.11	\$322.11	\$315.90	\$304.56	\$298.46	call



(10" x 5.4")



the **Irving Rambler**

P.O. Box 177731 - Irving, TX 75017 - Phone 214-675-6493

sales@irvingrambler.com

“The newspaper Irving reads”

EXAMPLES



1/4 Page Ad - 20"

	1x	4x	6x	8x	13x	26x	51x	More
B/W	\$301.60	\$201.20	\$201.20	\$207.40	\$207.40	\$201.20	\$191.00	call
Color	\$346.80	\$245.20	\$245.20	\$238.60	\$238.60	\$234.00	\$219.60	call

(7.97" x 5")



1/5 Page Ad - 16"

	1x	4x	6x	8x	13x	26x	51x	More
B/W	\$283.36	\$181.92	\$170.56	\$170.56	\$165.92	\$160.96	\$156.96	call
Color	\$325.92	\$209.16	\$196.16	\$196.16	\$190.88	\$187.20	\$180.48	call

h: (7.97" x 4")
v: (3.92" x 8")



1/8 Page Ad - 10"

	1x	4x	6x	8x	13x	26x	51x	More
B/W	\$177.10	\$116.00	\$113.70	\$106.60	\$106.60	\$103.70	\$100.60	call
Color	\$203.70	\$133.40	\$130.80	\$122.60	\$122.60	\$119.30	\$117.00	call

h: (7.97" x 2.5")
v: (3.92" x 5")



Business Card Ad

	1x	4x	6x	8x	13x	26x	51x	More
B/W	\$70.84	\$70.84	\$60.32	\$60.32	\$46.40	\$42.64	\$41.48	call
Color	\$81.48	\$81.48	\$69.36	\$69.36	\$53.36	\$49.04	\$47.72	call

h: (3.92" x 2")
v: (1.9" x 4")

Special Section - 2"

	1x	4x	6x	8x	13x	26x	51x	More
B/W	\$35.42	\$35.42	\$35.42	\$35.42	\$30.16	\$23.20	\$21.32	call
Color	\$40.74	\$40.74	\$40.74	\$40.74	\$34.68	\$26.68	\$24.52	call

h: (1" x 3.92")
v: (2" x 1.9")



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SPECIAL ADVERTISING OPTIONS

FRONT PAGE ADVERTISING

An advertisement on the front page of the Irving Rambler provides instant exposure. Be the only advertisement on the page. Order the 5 column by 2 inch high advertisement for only \$287.00 per issue. You will also have to purchase at least 20 column inches of advertising inside for every front page advertisement you purchase.

You can purchase a half sized front page advertisement for \$172.00 with a requirement of at least 20 column inches of advertising inside for every front page advertisement you purchase. Because there is only one advertisement space on the front page availability, is on a first come first serve basis.

INSERTS

Rates for pre-print inserts are net rates and are not commissionable. Insertion rates for pre-printed material is based on size and number of pages.

	<u>Size</u>	<u>Cost per Thousand</u>
1.	Single Sheet (2 pages)\$65.00
2.	4 - 8 pages\$75.00
3.	10 - 16 pages\$85.00
4.	more than 16 pages\$95.00

ADVERTORIALS

When display or classified advertising just will not work to tell your story, advertorials are the answer. An advertorial or infomercial is an advertisement much like an infomercial designed to simulate editorial content, while at the same time offering valid information to your prospective clients.

People often give more credibility to editorial content than to paid advertisements. After all, who can explain your own product better than you.

Advertorials are becoming more and more critical to the overall success of your business. You can distinguish *your* company from your

competition, with an advertorial. Remember, your ad message is everything.

Advertorials in the Irving Rambler range from a third to half of a page in size. You have the option of having the Irving Rambler staff write the advertorial or providing the written article yourself. The Irving Rambler does require that advertorials be marked to indicate that they are advertising at the top of the advertorial. Advertorials may include photographs or artwork. Rates are based on the amount of space used and the frequency of the advertorial. There is a \$75 charge to have the advertorial written.

RATES FOR THE INTERNET

Setup Fee: \$75

6 mo -- \$15 per thousand
1 year -\$12.50 per thousand

You've invested time and money in creating a web site for your business. Your biggest challenge remains attracting people to visit your site. That's where we come in. The thousands of read-

ers who visit our web site can see your message and jump to your web site when you place an inexpensive online ad on IrvingRambler.com. Irving's only weekly community newspaper provides readers the same great local news coverage on the internet as the print edition.

We are currently running with approximately 1400 visitors per

week. This figure is based on an average of 5,300 unique visitors per month. The weekly number is probably higher because we only count unique visitors monthly. 38% of our viewers visit Monday and Tuesday with a very consistent number of visitors from 8am to 6pm.

To place an online ad: submit artwork (GIF or JPEG format

only; animation is acceptable, but no audio) either on disk or via e-mail to john@irvingrambler.com or provide an online address where the art is available. Also, provide the URL of the page you want linked to your ad.

Vertical Banner: On the right side of each page, a vertical ad, 76 x 195 pixels.

SISTER PUBLICATION

The Grand Prairie Rambler will start printing in early 2010. It is a weekly newspaper distributed in Grand Prairie. We will provide the same type of civic oriented content and articles about Grand Prairie that we provide for Irving. Information about local schools, police and fire departments. We will also include reader written articles.

The Grand Prairie Rambler will be available in rack and stores with subscriptions initially containing both the Irving and Grand Prairie Ramblers.

Contact the Irving Rambler staff for more information.



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TERMS

Errors - Our goal is to produce error-free newspapers. Should your ad contain an error, report it immediately. Adjustments can be made when an error materially affects the ad.

Contract & Copy Requirements - If advertisers' circumstances change during the life of the contract with our newspapers, the advertiser's rates will be adjusted to the most favorable earned rate. At that point the advertiser will either receive a rebate or be responsible for the necessary credit. The rebate or credit will be derived by comparing actual performance to contracted performance.

Agency Commissions - Agency commissions, if any, shall apply to all space charges and adjustments under the Advertiser's contract. Agency commissions are available to recognized, off-premise agencies that provide camera-ready material. All commissions must be negotiated at the time of contract signing. No other discounts apply.

Newspaper Rate Card - Periodically the newspaper will revise its rates. Advertisers will be given 30 days written notice of such changes. At that time the advertiser may choose to cancel the contract. Written notice to the newspaper is required prior to the implementation of the revised rates.

Payment for Advertising - Payment is due upon receipt of the invoice and is to the terms noted. Cash, check and credit cards are the accepted method of payment. For billing inquiries call 214/ 675-6493. We accept Visa, MasterCard, Discover credit cards. Failure to make timely payment as provided on the invoice may cause the newspaper to reject any further insertions. Additionally, this may result in the cancellation of the advertiser's contract. In the event of failure to pay, the advertiser agrees to indemnify the newspaper for all expenses incurred in collecting the amount payable, including court costs and attorney's fees. If the contract is cancelled for non-payment or untimely payment, the newspaper may re-bill the advertiser for the outstanding balance at the open or earned contract rate.

Certain classifications are designated "cash in advance" and payment must be made prior to publication. These are: political, classifieds, auctions, for sale/lost pets, merchandise for sale, garage sales, child care, rentals to share, domestic, personals, business opportunities, palm readers, positions wanted and business services. Credit cannot be extended to advertisers with balances due for more than 60 days unless prior arrangements have been made with our business office. Any advertising billing disputes must be made within 30 days of original insertion, otherwise the Irving Rambler will consider the debt due and collectible.

Cancellations - The closing time for cancellations is 5 days prior to the scheduled publication date. Cancellations will not be accepted after the applicable closing time. Advertiser will be responsible for any production or creative services provided by the Newspaper regardless of the cancellation of Advertiser's advertising.

Typographical Errors, Incorrect Insertions or Omissions - The advertiser's contract cannot be invalidated and the newspaper will not be liable for (a) the incorrect publication (including without limitation, typographical errors) or insertion or omission of the advertiser's ad or (b) any resulting losses.

Indemnification - Advertiser agrees to indemnify, defend and hold harmless the Newspaper from all claims (whether valid or invalid), suits, judgments, proceedings, losses, damages, costs and expenses, of any nature whatsoever (including reasonable attorney's fees) for which the newspaper or any of its affiliates may become liable by reason of Newspaper's publication of Advertiser's advertising.

Revised 1/10

Ownership of Advertising Copy - All advertising copy which represents the creative effort of the Newspaper and/or the utilization of creativity, illustrations, labor, composition or material furnished by it, is and remains the property of the Newspaper, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproduction, in whole or in part, of any such advertising copy for use in any other publication or medium without the Newspaper's prior written consent.

Taxes - In the event that any federal, state or local taxes are imposed on the printing of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by Advertiser.

Assignment - Advertising contracts may not be assigned or transferred by Advertiser.

Force Majeure - All contracts are conditional on strikes, fires, acts of God or the public enemy, war, or any cause not subject to the control of the Newspaper, excluding the Advertiser's failure and/or inability to perform.

Positions of Advertisements - The newspaper will use its best efforts to position advertising at the request of the advertiser. Due to press and color positioning limitations however, the newspaper must retain full latitude to make the best decision possible.

Credit Check - The effectiveness of advertising contracts is subject to a satisfactory credit check on Advertiser and/or Agency.

Joint and Several Liability - If Advertiser utilizes an agency ("Agency"), Advertiser and Agency shall be jointly and severally liable for complying with all the terms of the advertiser's contract, including payment for all advertising.

No Sequential Liability - The Advertiser's contract renders void any statements concerning liability which appear on correspondence from Advertiser or its Agency, and is irrevocable without the written consent of the Newspaper's Credit Department. It is further agreed that the newspaper does not accept advertising orders or space reservations claiming sequential liability.

Incorrect Rates in Order Forms - When orders are forwarded by Advertiser or its Agency, which contain incorrect rates or conditions, the advertising called for will be inserted and charged at the correct rate in force governing such advertising as provided for in the Newspaper's rate schedule, and in accordance with the conditions contained in Advertiser's contract. All advertisements are accepted for publication entirely upon the representation that the Agency and/or Advertiser are properly authorized to publish the entire contents and subject matters thereof.

The publisher is not responsible for orders, cancellations or corrections given over the telephone unless followed up by a written confirmation. Written confirmation of orders, cancellations or corrections must be received in time to follow instructions.

Reservation of Rights - Company may, in its sole discretion, edit, classify, or reject at any time any Advertisement or other material submitted by Advertiser or Agent. Information contained in this brochure is deemed accurate at the time of publication. All information including dates, times, rate and sizes is subject to changes. The Irving Rambler is not responsible for errors, omissions and changes. Please confirm information with your account representative.

To avoid ads from running into editorial, all ads require a rule or hard edge. If an ad does not have one, production will add a rule around the ad.