



THE TERRELL TRIBUNE
MEDIA KIT
2022



**PRINT
ONLINE
EMAIL
SOCIAL MEDIA
YOUR VISION**

Our **Mission** is to increase community involvement by promoting, and informing residents, businesses and local governments in the communities we serve.

The Terrell Tribune is a 100-year-old media company that is always innovating, growing and adapting new ways of weaving local businesses into the fabric of our community.

PRINT EDITIONS

Terrell Tribune
Advertiser Update
Canton Herald
Van Zandt News
Wills Point Chronicle

Canton Guide
The Monitor
Lake Area Leader
Shopper



SPECIAL SECTIONS AND TABS

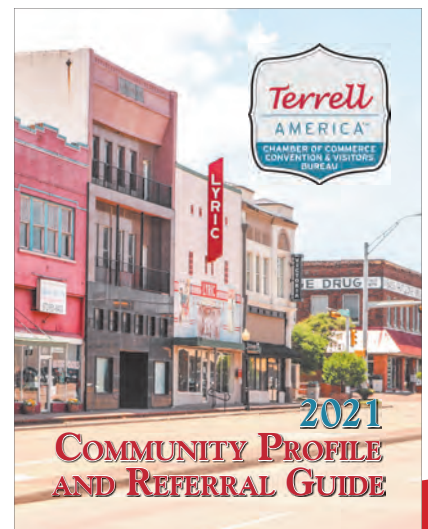
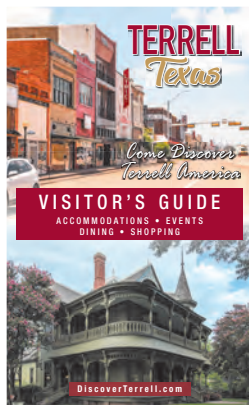
Retrospect
MLK
Livestock
Chamber Spotlight
Home Improvement
Terrell Jubilee
Relay For Life
THS Graduation

Memorial Day
July 4th
Back to School
Fall Sports Preview
Terrell's Best
Veteran's Day
Holiday Greetings



MAGAZINE EDITIONS

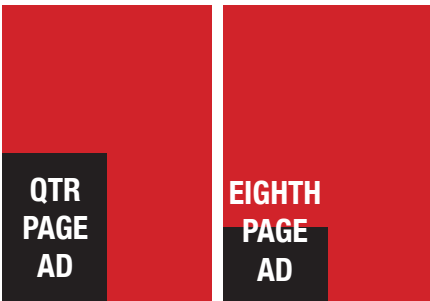
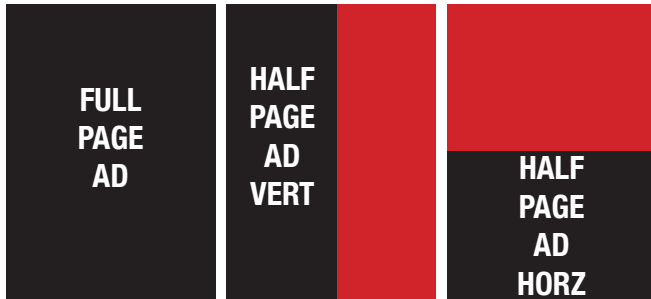
Explore
Terrell Chamber Directory
Terrell Chamber Visitors Guide (Booklet)



AD SUBMISSION GUIDE & RATES

COMMON NEWSPAPER AD SIZES

1 Col. 1.6019"	Full Page	10.167 x 20.375
2 Col. 3.3149"	1/2 Page V:	5.0279 x 20.375
3 Col. 5.0279"	1/2 Page H:	10.167 x 10.375
4 Col. 6.741"	1/4 Page:	5.0279 x 10.375
5 Col. 8.454"	1/8 Page:	5.0279 x 5
6 Col. 10.167"	Business Card	3.3149 x 2



NEWSPAPER TECHNICAL SPECIFICATIONS

Resolution: 300 DPI

Color: CMYK

Type: 100% Black

MAGAZINE DIMENSIONS

Full Page Size:

8.375 x 10.875" (Bleed .25)

Image Area: 7.375 X 9.875"

Half Page Size: (Horizontal)

7.375 x 4.75"

Half Page Size: (Vertical)

3.625 x 9.95"

1/3 Page Size:

7.375 x 3.1875"

1/4 Page Size:

3.625 x 4.75"

1/8 Page Size:

3.625 x 2.3125"

Inline Size:

1.75 x 2.25"

BOOKLET DIMENSIONS

Full Page Size:

5.5 x 8.5" (Bleed .125)

Image Area: 5 X 8"

Half Page Size: (Horizontal)

5 x 3.9375"

Half Page Size: (Vertical)

2.4375 x 8"

1/3 Page Size:

5 x 2.5"

1/4 Page Size:

2.4375 x 3.9375"

MAGAZINE/BOOKLET TECHNICAL SPECIFICATIONS AVAILABLE UPON REQUEST

RETAIL DISPLAY RATES

The Terrell Tribune

Per column inch \$8.00

Full color: \$50 up to 15 inches, \$75 for 16-31 inches, \$100 more than 31 inches

Premium Positions are available with a 25% and are based on availability.

Published Every Saturday

Deadlines are Tuesday by 5:00 PM

Advertiser Update

Per column inch \$11.00

Full color: \$75 up to 15 inches, \$100 for 16-31 inches, \$150 more than 31 inches

Premium Positions are available with a 25% and are based on availability.

Published Every Wednesday

Deadlines are Wednesday by 5:00 PM

CLASSIFIED RATES:

The Terrell Tribune & Advertiser Update

Display Ads: \$7.26 per column inch

Line Ads: \$8.00 for 4 lines (approx. 15 character spaces per line) & \$1.00 for each additional line.

PREPRINTED INSERT RATES

Cost per thousand:

Single Sheet \$55

4-6 pgs. \$65

8-10 pgs. \$75

12-14 pgs. \$85

Prices are net. No agency discounts. Please submit inserts in half-fold. Inserts must be delivered one (1) week prior to publication date to:

313 E. Tyler St., Longview, TX 75601

Phone: 903-232-7295

RATES & WEBSITE

COMBINATION BUYS

NEWSPAPER PUBLICATON OPEN RATE

Terrell Tribune	\$8.00
Advertiser Update	\$11.00
Canton Herald	\$8.00
Van Zandt News	\$8.00
Wills Point Chronicle	\$8.00
The Monitor	\$6.00
Lake Area Leader	\$9.50
The Shopper	\$10.00

SUPER EAST TEXAS POWER BUY

\$48.00

Terrell Tribune, Advertiser Update
Canton Herald, Van Zandt News
Wills Point Chronicle, The Monitor
Lake Area Leader & The Shopper

EAST TEXAS POWER BUY

\$40.00

Terrell Tribune, Advertiser Update
Canton Herald, Van Zandt News
Wills Point Chronicle, The Monitor
& Lake Area Leader

VAN ZANDT COUNTY & TERRELL PUBLICATIONS

\$35.00

Terrell Tribune, Advertiser Update
Canton Herald, Van Zandt News
Wills Point Chronicle

VAN ZANDT COUNTY 2 MONITORS LAKE AREA LEADER

\$21.00

Canton Herald, Van Zandt News
Wills Point Chronicle, The Monitor
& Lake Area Leader

TERRELL PUBLICATIONS 2 MONITORS LAKE AREA LEADER

\$21.00

Terrell Tribune, Advertiser Update
The Monitor & Lake Area Leader

VAN ZANDT COUNTY PUBLICATIONS

\$21.00

Canton Herald, Van Zandt News
Wills Point Chronicle

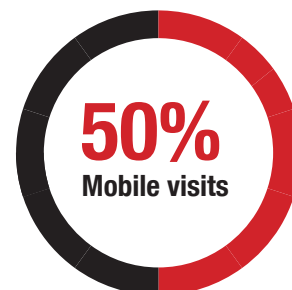
WEBSITE

Run of Site Leaderboard: 728X90Pixels	\$500
Run of Site Mid Box: 300X450Pixels	\$400
Run of Site Banner: 300X119Pixels	\$300

Over 16,398 Web Readership

16,158 Pageviews

Classified updated online on Tuesday and Friday



THE TERRELL TRIBUNE PERSONNEL & CONTACT INFORMATION

ADVERTISING

Sales/Advertising Manager	Karla Dunson	karla@terrelltribune.com
General Manager	Tiffany Hardy	tiffany@terrelltribune.com
News Editor	David Kapitan	editor@terrelltribune.com
Office Mgr./Sales Consultant	Mary Dlabaj	accounting@terrelltribune.com
Classifieds	classifieds@terrelltribune.com	
Legals	legals@terrelltribune.com	
Obituaries	obituaries@terrelltribune.com	

PRINT & WEBSITE REACH

Print
Circulation
12,800

Print
Readership
29,440

Web
Readership
16,398

Total
49,638*



200
eEdition Active Subscribers

12,000
Facebook Followers
19,000
Facebook Post
Reach Per week

Population
18,126

* Source: BLOX CMS Statistic/ Analytics
Q1 2020 Weekly Average Reach