



THE TERRELL TRIBUNE **MEDIA KIT** 2023



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
Canton Herald
Van Zandt News
Wills Point Chronicle

Canton Guide for First Monday
The Monitor
Lake Area Leader



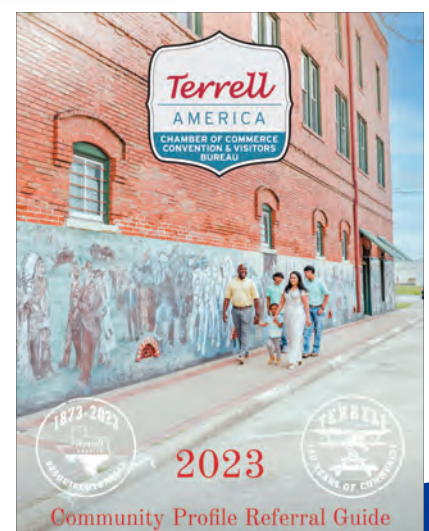
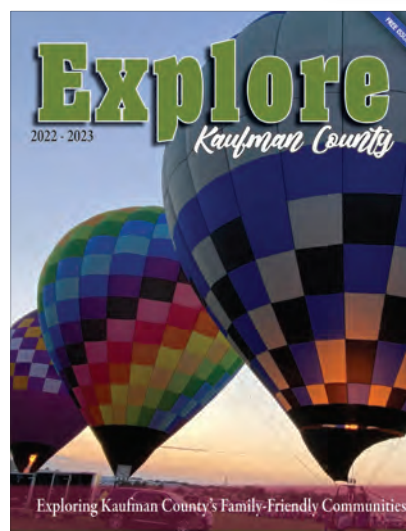
SPECIAL SECTIONS AND TABS

Retrospect	Memorial Day
MLK	July 4th
Livestock	Back to School
Chamber Spotlight	Fall Sports Preview
Home Improvement	Terrell's Best
Terrell Jubilee	Veteran's Day
Relay For Life	Holiday Greetings
THS Graduation	



MAGAZINE EDITIONS

Explore
Terrell Chamber Directory
Terrell Chamber Visitors Guide (Booklet)



AD SUBMISSION GUIDE & RATES

COMMON NEWSPAPER BROADSHEET AD SIZES TRIM SIZE 11" X 22"

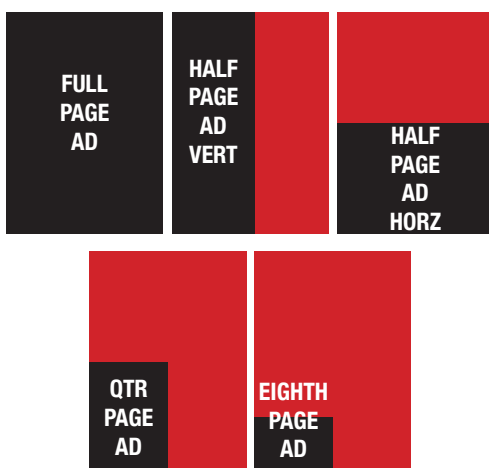
SAU Column Width

1 Col. 1.6019"
2 Col. 3.3149"
3 Col. 5.0279"
4 Col. 6.741"
5 Col. 8.454"
6 Col. 10.167"

Classified Column Width

1 Col. 1.1737"
2 Col. 2.4584"
3 Col. 3.7432"
4 Col. 5.0279"
5 Col. 6.3127"
6 Col. 7.5975"
7 Col. 8.8822"
8 Col. 10.167"

Full Page	10.167 x 20.375
1/2 Page V:	5.0279 x 20.375
1/2 Page H:	10.167 x 10.375
1/4 Page:	5.0279 x 10.375
1/4 Page:	6.741 x 7.7812
1/4 Page:	10.167 x 5.188
1/8 Page:	5.0279 x 5.245
1/8 Page:	6.741 x 3.912
1/8 Page:	10.167 x 2.594
Business Card	3.3149 x 2



NEWSPAPER TECHNICAL SPECIFICATIONS

Resolution: 300 DPI

Color: CMYK (No Spot Colors)

Type: 100% Black

TABLOID AD SIZES

TRIM SIZE 11" X 11"

Full Page Size:

10 x 10 inches

Half Page Size: (Horizontal)

10 x 4.9584 inches

Half Page Size: (Vertical)

4.9584 x 10 inches

1/4 Page Size:

4.9584 x 4.9584 inches

1/8 Page Size:

4.9584 x 2.4458 inches

2x Size:

3.2852 wide

MAGAZINE DIMENSIONS

TRIM SIZE 8.375" x 10.875"

Full Page Size:

8.875 x 11.375" (Bleed .25)

Image Area: 7.875 X 9.875"

Half Page Size: (Horizontal)

7.375 x 4.75"

Half Page Size: (Vertical)

3.625 x 9.875"

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 2.375"

Inline Size:

1.75 x 2.375"

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 \$9.00

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

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

Published Every Saturday

Deadlines are Tuesday by 5:00 PM

CLASSIFIED RATES:

The Terrell Tribune

Display Ads: \$9.00 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 10 days prior to publication date to:

313 E. Tyler St., Longview, TX 75601

Phone: 903-232-7295

RATES & WEBSITE

COMBINATION BUYS

NEWSPAPER PUBLICATION OPEN RATE

Terrell Tribune	\$9.00
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

\$40.00

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

EAST TEXAS POWER BUY

\$35.00

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

VAN ZANDT COUNTY 2 MONITORS LAKE AREA LEADER

\$28.00

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

VAN ZANDT COUNTY & TERRELL PUBLICATION

\$21.00

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

TERRELL PUBLICATION 2 MONITORS LAKE AREA LEADER

\$21.00

Terrell Tribune, The Monitor &
Lake Area Leader

VAN ZANDT COUNTY PUBLICATIONS

\$16.00

Canton Herald, Van Zandt News
Wills Point Chronicle

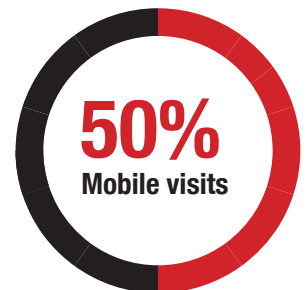
NEW DIGITAL MARKETING PLANS

Starting at \$315 per month for 35,000 impressions. Increase traffic, boost your brand and see your sales increase with digital marketing. Let us help you with proven results today!

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 Friday



THE TERRELL TRIBUNE PERSONNEL & CONTACT INFORMATION

ADVERTISING

201 N. ROCKWALL, TERRELL, TX • 972-563-6476

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*



12,375
Unique Users



16,158
Pageviews



1852
Average user
per day



200
eEdition Active Subscribers

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

Population
18,126