



# THE TERRELL TRIBUNE MEDIA KIT



**2024**

**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**

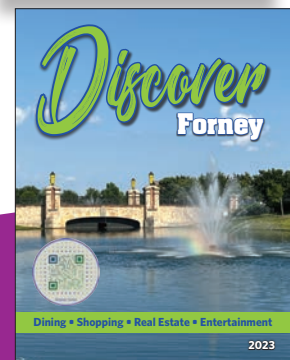
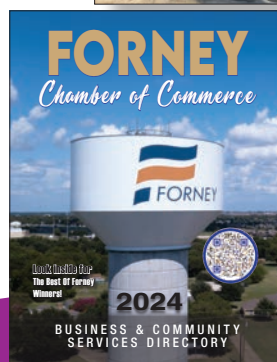
Retrospect  
MLK  
Livestock  
Chamber Spotlight  
Home Improvement  
Terrell Jubilee  
Relay For Life  
THS Graduation

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



**MAGAZINE EDITIONS**

Explore & Explore Holiday  
Terrell Chamber Directory  
Terrell Chamber Visitors Guide (Booklet)  
Discover Forney and Forney Chamber Directory



# 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"

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

#### 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"



## 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: 7.625 x 10.375"  
**Full Page Size:** 7.625 x 10.375"  
**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 PUBLICATON 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

### EAST TEXAS POWER BUY

**\$35.00**

Terrell Tribune, Canton Herald,  
Van Zandt News,  
Wills Point Chronicle, The Monitor X2  
& 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.

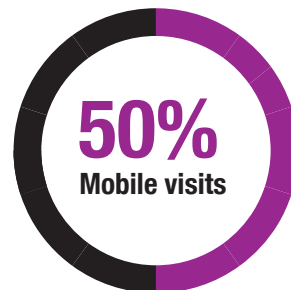
## NEW DIGITAL MARKETING PLANS

Starting at \$385 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	Bodey Cooper	editor@terrelltribune.com
Office Mgr./Sales Consultant	Mary Dlabaj	accounting@terrelltribune.com
Classifieds	classifieds@terrelltribune.com	
Legals	legals@terrelltribune.com	
Obituaries	obituaries@terrelltribune.com	

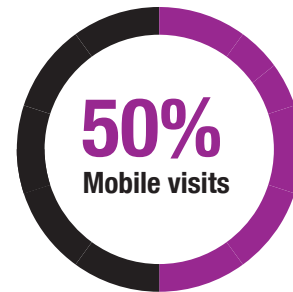
# PRINT & WEBSITE REACH

Print  
Circulation  
**2,300**

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  
**18,567**

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