

2026 Media Kit

SERVING VAN ZANDT AND KAUFMAN COUNTIES

Your Community Is Our Audience



Terrell Tribune
Van Zandt News
Canton Herald
Kaufman Herald



Van Zandt Newspapers, L.L.C.



PRINT ONLINE EMAIL SOCIAL MEDIA YOUR VISION

Every week, families across East Texas open our publications to see local events, services, and businesses they can trust. Advertising here keeps your business visible in a place readers intentionally look — not something they scroll past.

PRINT EDITIONS

Terrell Tribune
Canton Herald
Van Zandt News
The Monitor

Lake Area Leader
The Kaufman Herald



SPECIAL SECTIONS AND TABS

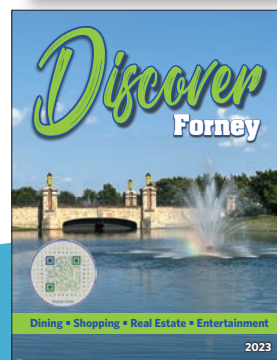
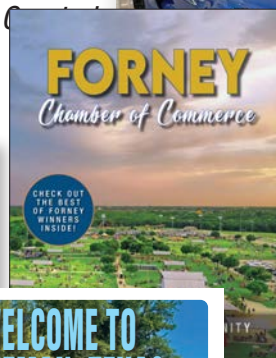
Canton Guide for First Monday
Retrospect
MLK
Livestock
Home Improvement
Terrell Jubilee
Graduation
Memorial Day

July 4th
Back to School
Fall Sports Preview
Veteran's Day
Holiday Greetings
First Responders
911 Section



MAGAZINE EDITIONS

Explore & Explore Holiday
Terrell Chamber Directory
Canton Chamber Directory
Kaufman Chamber Directory
Terrell Chamber Visitors Guide (Booklet)
Discover Forney and Forney Chamber Directory
Connecting Kaufman & Chamber Spotlight -
Neighbors & Newcomers Guide
Best of Van Zandt County
Best of Terrell
Kaufman's Best



CANTON HERALD

Van Zandt News

THE TERRELL TRIBUNE

The Kaufman  Herald

Your Hometown Newspapers

Newsprint

- Canton Herald
- Terrell Tribune
- The Kaufman Herald
- The Monitor
- Lake Area Leader
- Van Zandt News
- Canton Guide

Magazines

- Terrell Chamber Directory
- Canton Chamber Directory
- Forney Chamber Directory
- Kaufman Chamber Directory
 - Explore Kaufman County
 - Explore Van Zandt County
 - Explore Holiday
- Terrell Chamber Visitors Guide (Booklet)
 - Discover Forney
- Discover Cedar Creek Lake
- Connecting Kaufman County
- Terrell's Readers' Choice Best
- Van Zandt County Readers' Choice Best



Website Design

- Website Design & Hosting
- Includes Domain Name
- Maintenance and Changes Included

Digital Marketing

- Display YOUR Brand to YOUR Customers
 - Get Online Exposure
 - Local & Global Reach

Contact your advertising consultant for options
that best fit your needs and budget

Karla Dunson
CELL: 214-385-1633

Mary Dlabaj
CELL: 912-674-3993

Melody Tarno-Thompson
OFFICE: 903-567-4000

AD SUBMISSION GUIDE & RATES

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

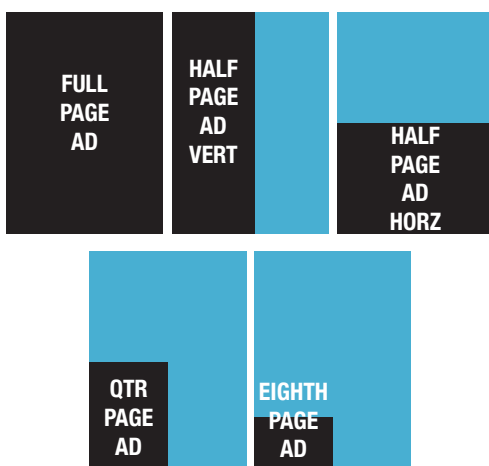
SAU Column Width

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"

RETAIL DISPLAY RATES

All Papers

Per column inch \$10.00

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.

CLASSIFIED RATES:

All Papers

Display Ads: \$9.00 per column inch

Line Ads: Call for pricing.

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

Print Ads Artwork

Overview / File Formats

We accept high resolution CMYK PDF files, press quality setting, with all fonts embedded. We can work with EPS and Tiff files as well. JPEGs are normally low resolution and will not print well and are not recommended. Any file that is sent as RGB file will be returned to sender and asked to be converted to CMYK.

Scan Formats and Resolution

All scans you wish to use should be converted into CMYK or Grayscale mode prior to placement in your layout program. Resolution, enlargement and line screen all work together in determining how well a scan will print. Resolution is the number of pixels per linear inch in the final printed image, if the scan is placed at 100%. If a scan is enlarged in an art program (Photoshop, Illustrator, InDesign, etc.), the number of pixels per inch is reduced and the scan quality will also be reduced. The opposite is true if the scan is reduced, when placed at less than 100% of its actual size the number of pixels per inch increases. 300 dpi is acceptable for photo scans and 600 dpi or greater is recommended for line scans. Avoid using graphics and logo's downloaded from the internet as these are poor quality, usually only 72 dpi, which can cause a "halo" of dirt around them when printed.

Color

- Include all Process colors with the file
- Remove all unused color from the file. Only the colors printing should be used in the art file and visible in the swatches palette.
- **Please be sure to define all colors as process colors (CMYK)** Your monitor will usually not display accurate colors and should not be trusted for precise color control and final color decisions. Monitors and color printers are all calibrated differently and do not represent the effects that dot gain may have on an image.

CMYK Guidelines

If you expect a true yellow use 100% yellow with no additives. For example: Do not mix 5% cyan with 100% yellow the end result will be a light lime yellow. If you expect a true red use 100% Magenta and 100% Yellow with no additives. Adding Cyan or Black will cause it to be darker or muddier looking.

Make sure your black text is not on all 4 plates. Keep in mind that custom colors that are converted to CYMK do not always maintain their original brilliance or hue.

Type

All text should be created in vector format, this includes Illustrator, CorelDraw, and InDesign. Vector artwork consists of lines and curves that form shapes stored as a series of mathematical instructions. Vector based graphics and text will have smooth edges. Text created in raster-based programs like Adobe Photoshop or other raster based programs will have jagged, rastered edges, making smaller text difficult to read. All fonts must be embedded in the high resolution, press quality, PDF file.

The smallest typeface recommended is:

- 6 pt when typeface is solid black
- 7 pt when typeface is in a color
- 7 pt when typeface is a white reverse on black
- 7 pt when typeface is reversed on any colored back ground

Any type below these recommendations may not be legible when printed. We do NOT recommend using condensed or serifed fonts for reversed-out text, as the thinner portions of the letters will have a tendency to fill in. Watch for any areas of the text that are less than .01 of an inch in thickness as these may not reproduce well.

Gradients

The smallest dot that can be used for our printing plates may be as small as 5% but may gain as much as 20% on the press due to the nature of the plate material and the printing process. Please keep screens at 5% or more. Screens over 85% may appear as solid colors due to press dot gain.

Complying with the afore mentioned guidelines will help to ensure that supplied art can be processed timely and will reproduce as well as possible.

**Please contact us with any questions:
903-567-4000 or
ads@vanzandtnews.com**

DIGITAL MARKETING... IS EVERYWHERE YOUR CUSTOMERS ARE.



- Site retargeting
- Audience extension targeting
- Competitive geo-fencing
- Luxe List
- Geo-targeting zip codes
- Household-level targeting
- Keyword Targeting

Impressions	Monthly Investment	Min. 3 month buys
35,000	\$455	\$1,365
50,000	\$650	\$1,950
80,000	\$1,040	\$3,120

Includes 5 ad sizes:
300x250, 300x50, 320x50, 728x90 & 160x600

Let us help you develop a comprehensive marketing strategy.

“Your Hometown Newspaper”

RATES & DEADLINES, WEBSITE

COMBINATION BUYS

NEWSPAPER PUBLICATION OPEN RATE

Canton Herald	\$10.00
Van Zandt News	\$10.00
Kaufman Herald	\$10.00
Terrell Tribune	\$10.00
The Monitor	\$8.00
Lake Area Leader	\$9.00

ALL RATES SHOWN ARE PCI (PER COLUMN INCH)

**EAST TEXAS
POWER BUY
\$40.00 PCI
ALL SIX PUBLICATIONS**

**FIVE
\$35.00 PCI
ANY FIVE PUBLICATIONS**

**FOUR
\$28.00 PCI
ANY FOUR PUBLICATIONS**

**THREE
\$23.00 PCI
ANY THREE PUBLICATIONS**

**TWO
\$16.00 PCI
ANY TWO PUBLICATIONS**

WEEKLY NEWSPAPER DEADLINES

Canton Herald - Published Every Thursday, Content Deadlines are Friday by 3:00 PM.

Kaufman Herald - Published Every Thursday, Content Deadlines are Friday by 3:00 PM.

Terrell Tribune - Published Every Saturday, Content Deadlines are Monday by 5:00 PM.

Van Zandt News - Published Every Sunday, Content Deadlines are Monday by 5:00 PM.

CANTON GUIDE DEADLINES

Advertising Deadline for the publications are: 5 p.m.

on February 10th • April 10th • June 10th • August 10th • October 10th

SPECIAL PUBLICATIONS DEADLINES

Call for more information.

NEW DIGITAL MARKETING PLANS**

Starting at \$455 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!

**All plans require 3 month minimum.

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



WEBSITE DESIGN SERVICES AVAILABLE

Website Design & Hosting. Includes Domain Name, Maintenance and Changes.

CONTACTS

SALES STAFF



Karla Dunson
Cell: 214-385-1633



Mary Dlabaj
Cell: 912-674-3993



Melody Tarno-Thompson
Office: 903-567-4000

VAN ZANDT NEWS & CANTON HERALD PERSONNEL & CONTACT INFORMATION

205 W. TYLER, SUITE 103 • CANTON TX • 903-567-4000
OFFICE HOURS: 8AM-5PM • MON-THUR / 8AM-3PM • FRIDAY

Owner/Publisher	John Buzzetta	john@vanzandtnews.com
Operations Mgr.	Brian Edwards	business@vanzandtnews.com
Office Mgr.	Amanda Greene	business@vanzandtnews.com
Advertising Manager	Karla Dunson	sales@vanzandtnews.com
Sales Consultant	Melody Tarno-Thompson	melody@vanzandtnews.com
News Editor	David Barber	editor@vanzandtnews.com
Legals & Accounting	Jo Ann Stroud	accounting@vanzandtnews.com
Classifieds	Alisa Corn	classifieds@vanzandtnews.com
Obituaries		obits@vanzandtnews.com
Subscriptions	Marybeth Haag	subscriptions@vanzandtnews.com
Distro/Canton Guide Sales	Barbara Robertson	barb@vanzandtnews.com

THE TERRELL TRIBUNE & KAUFMAN HERALD PERSONNEL & CONTACT INFORMATION

201 N. ROCKWALL • TERRELL, TX • 972-563-6476
OFFICE HOURS: 8:30AM-3:30PM • MON-THUR / BY APPT ONLY • FRIDAY

Owner/Publisher	John Buzzetta	john@vanzandtnews.com
Advertising Manager	Karla Dunson	karla@terrelltribune.com
Office Mgr./Sales Consultant	Mary Dlabaj	mary@terrelltribune.com or ads@kaufmanherald.com
News Editor	Bodey Cooper	editor@terrelltribune.com
Classifieds	Donna Graham	accounting@terrelltribune.com
Legals/Obituaries	Donna Graham	accounting@terrelltribune.com
Subscriptions	Marybeth Haag	circulation@kaufmanherald.com
Obituaries	Donna Graham	obits@kaufmanherald.com
Obituaries	accounting@terrelltribune.com	classifieds@kaufmanherald.com