

FOUR POINTS NEWS

SERVING STEINER RANCH, RIVER PLACE, GRANDVIEW HILLS, WESTMINSTER GLEN AND COMANCHE TRAIL SINCE 2005

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RETAIL RATES per Column Inch

1 Week	4 Weeks	13 Weeks
\$8.75	\$7.75	\$6.25

CLASSIFIED RATES per Column Inch

1 Week	4 Weeks	13 Weeks
\$7.75	\$6.75	\$5.75

LEGAL RATES per Column Inch

Classified	Retail
\$5.75	\$6.25

COLOR RATES (EACH ISSUE)

1 Color + Black	\$125
2 Color + Black	\$200
3 Color + Black	\$250

PREPRINTS & Flyers

Zoned	Full-Run
8 cents/each	6 cents/each
	\$342/5,700

Reservation and delivery deadline is 10 days prior to publication or fee of \$25 added to deliver preprints to press at Granite Printing 2675 CR 374 Taylor, TX 76574.

DEADLINES & DETAILS

- Reserve ad space by Wednesday prior to publication
- Creative materials due by Thursday noontime
- \$25 ad creation fee if fewer than 13 times
- Credit card processing fee of 3% added to orders

PUBLISHER RIGHTS

Publisher reserves the right to accept, decline or alter all advertising. Political advertising is prepaid. Publisher is not responsible for errors beyond the cost of the printed space.

MECHANICAL MEASUREMENTS

Broadsheet page is 21.5" in depth.
Tabloid page is 10" in depth.

COLUMN MEASUREMENTS

	Retail	Classified
1 COL	1.52"	1"
2 COL	3.22"	2.12"
3 COL	4.91"	3.25"
4 COL	6.61"	4.37"
5 COL	8.31"	5.5"
6 COL	10"	6.62"
7 COL		7.75"
8 COL		8.87"
9 COL		10"

SUBMISSION REQUIREMENTS

Electronic submission as .pdf files.
Photos preferred in .tif or .jpg format.

All color files should be in CMYK mode at no fewer than 200 dpi.

Windows environment using InDesign CS4, Illustrator CS4, Photoshop CS4. We also have Microsoft Word, Powerpoint and Excel.

DEMOGRAPHICS OF FOUR POINTS' ZIP CODES

	Income	Population	Age	Households	HH w/ Children
78732	\$132,980	16,300	39.4	5,200	56%
78730	\$105,022	8,900	38.7	3,600	31%
78726	\$70,664	13,000	32.3	5,200	36%

The chart shows median income and median age and uses U.S. Census Bureau data during the five years between 2011 and 2015.

Additionally 42% of households in 78732 (Steiner Ranch, Comanche Trail, etc) and 33% of households in 78730 (River Place, Long Canyon, Westminster Glen, Glenlake) have income of \$150,000 or greater.

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