

The Light and Champion

★ "Covering Shelby County Like the Pine Straw Covers the Ground" ★

Advertising Rate and Schedule information

Effective January 1, 2023

CONTACT INFORMATION

137 San Augustine Street, Center, Texas 75935

Phone 936-598-3377

Email: news@lightandchampion.com

Website: www.lightandchampion.com

ABOUT US

The *Light and Champion* print edition is published weekly with 1,200-plus paid copies distributed to racks and vendors late Wednesday and home-delivered via U.S. Mail on Thursdays.

The online edition is posted Thursday mornings at www.lightandchampion.com.

PERSONNEL

- Editor and Publisher - Leon Aldridge
laldrige@lightandchampion.com
- Advertising Director - Andi Foster
andi@lightandchampion.com
- Billing and Circulation - Ashley Chandler
bookkeeping@lightandchampion.com

ASSOCIATIONS

- Texas Press Association
- North and East Texas Press Association

RETAIL AND CLASSIFIED DISPLAY

Page size: Six columns wide by 21.5 inches deep

Rates are per column inch (pci) unless otherwise noted.

- **Open Rate:** \$10.00 b&w / \$13.00 with color
- **Frequency Rate:**
 - 4 consecutive Issues: \$9.45 b&w / \$12.00 with color
 - 13 consecutive Issues: \$8.90 b&w / \$11.00 with color
 - 26 consecutive Issues: \$8.40 b&w / \$10.50 with color
 - 52 consecutive Issues: \$7.85 b&w / \$10.00 with color
- **Premium Positions** (availability limited)
 - Front Page Banner (9.75" x 1.5") color only - \$265
 - Front Page Box (3.25" x 1.5") color only - \$90
 - Frequency rates on request
- **Non-Profit Rate (501c3):** \$7.60 b&w / \$10.00 with color

VOLUME CONTRACTS

Contracts based on dollar volume or column inches are available to advertisers desiring to manage a comprehensive marketing plan across platforms for a specified budget or term. Contact us for a custom tailored plan.

ADVERTISING AGENCIES

All rates are available to recognized agencies at net, and are non-commissionable. Agencies are responsible for payment, unless orders clearly assign payment obligations to the client.

TERMS OF PAYMENT

- Payment must accompany orders for advertising without approved credit.
- Payment on account is due by the 15th of each calendar month.
- Unpaid accounts will be suspended at 45 days. If a payment schedule has not been arranged at the end of 60 days, accounts may be referred for collection.
- Approved form of payment includes cash, check, debit cards, VISA, MasterCard, American Express, Discover.

GENERAL ADVERTISING TERMS

- Advertising simulating news copy will include the bold-face words "Paid Advertisement" in a prominent location at the top.
- Publisher reserves the right to reject or ask for a revision of advertising copy and graphic depictions.
- Payment in advance is required for political advertising.
- Display advertising is sold in column widths, total heights of no less than one inch, and increments of no less than 1/4 inch.
- All advertising 19.5 inches to 21.25 inches in height will be billed at full page height.

OTHER DISPLAY ADVERTISING CATEGORIES

- **Obituaries and Death Notices**
 - Death notices (name, service information only) - no charge.
 - Full obituary up to 250 words with one photo - \$30.
- **Engagements, Weddings, Anniversaries, Births**
 - Photo and 75 word cutline only - no charge.
 - Up to 250 words with one photo - \$30.
- **Political Advertising** - All stated rates are available at net to bona fide candidates for elective office and groups supporting or opposing ballot propositions. Political advertising must be paid in advance.
- **Legal Advertising** - The publication of Legal Advertising is governed by federal, state and local statutes. Legal Advertising can be published as classified line ads or as display advertisements at rates stated herein.
- **Business Card Directory** - \$17.50 per week or \$50 per month.
- **Church Directory** - \$15.00 per week.

PRE-PRINT ADVERTISING (INSERTS & CIRCULARS)

- \$120 net minimum flat rate up to 8-page tab. Minimum quantity 1,400 required for shipment damage and spoilage.
- Zoning is not available.
- Deliver to *Light and Champion* printing facility, 205 East Austin St., Center, TX 75935. Call 936-598-3377 for receiving schedule.
- Finished size should be folded flat not exceeding 11 inches by 11.25 inches with the leading or folded edge along the widest dimension. Minimum size is 4.5 inches by 5.5 inches. Pieces exceeding one-quarter inch in thickness or perfect-bound may require a surcharge for hand-insertion.
- All pre-printed inserts must comply with U.S. Postal Service regulations governing "loose enclosures."

DEADLINES

- Print advertising: Noon Monday.
- Pre-prints for insertion: One week prior to publication date.

MECHANICAL SPECIFICATIONS

- Broadsheet, full-page image area 9.75" width by 21.5" depth. Retail Display and Classified Display

Columns	Inches
1	1.625
2	3.25
3	4.875
4	6.5
5	8.125
6	9.750

CLASSIFIED LINE AD RATES

- \$15.00 for first 10 words / \$0.75 cents for each additional word.
- Minimum charge \$15.00
- Consecutive repeats 25-percent discount.
- Consult our classified ad department for special features (bold headline, art, etc.) and pricing for each.
- Accounts available for commercial customers.

MAIL SUBSCRIPTIONS - PRINT AND ONLINE

- In County - Annual \$36 / 6 months \$22 / 3 months \$18
- Senior (age 55) In County Only - Annual \$30 / 6 months \$18 / 3 months \$15
- Out of County - 12 months \$48 / 6 months \$35 / 3 months \$20
- All print subscriptions include online access to e-edition.
- Online e-edition only - 12 months \$25 / 6 months \$15 / 1 day \$5

DIGITAL / INTERNET ADVERTISING RATES (See Below)

CONTACT US FOR MORE INFORMATION.

PUBLISHER'S LIABILITY

The Light and Champion will not assume responsibility for the accuracy of any submitted camera-ready advertising. *The Light and Champion* assumes no obligation, responsibility or liability for subject matter contained in copy placed by advertisers or their agents. The advertiser and/or advertising agency agrees that all materials and copy will comply with applicable state and federal laws and regulations.

The advertiser and/or agency further agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violations of rights of privacy resulting from the publication of the advertiser's advertisement. All advertising copy submitted is subject to approval, revision or rejection by the publisher. To be binding upon *The Light and Champion*, all instructions relative to the advertisement must be in written form.

The Light and Champion is not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertising forms or copy instructions, when the same is in conflict with terms and conditions of the newspaper's rate card or policies. All advertising must be on behalf of the advertiser's business or service exclusively.

The Light and Champion's liability for errors or omissions in connection with an advertisement that is created by our creative services department is strictly limited to publication of a corrected portion of the advertisement in any subsequent issue, not the entire ad. All customers may request proof of an advertisement before published. *The Light and Champion* reserves the right to reject any advertisement that is submitted for publication. Copyright 2022 *The Light and Champion* 137 San Augustine St., Center, TX 75935.

WEBSITE ADVERTISING
Sizes and Prices Per Month

	\$125
	\$125
	\$125
	\$125
	\$100
	\$100
	\$125
	\$125
	\$100
	\$100
	\$125
	\$125

FULL PAGE
6 columns X 21.5"

QUARTER PAGE
3 columns
X
10.75"

EIGHTH PAGE
3 columns
X
5.375"

HALF PAGE
6 columns
X
10.75"