

### 1. Personnel

Group Publisher • publisher@grahamleader.com  
 Editor • editor@breckenridgeamerican.com  
 Advertising Manager • admgr@breckenridgeamerican.com  
 Billing • billing@grahamleader.com  
 Creative • design@grahamleader.com

### 2. Representation

Texas Press Association  
 305 S. Congress Ave.  
 Austin, TX 78704  
 512-477-6755  
 texaspress.com

### 3. Commissions & Terms of Payment

#### Advertising Agencies

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

#### Credit and Collections

- Payment must accompany orders for advertising unless the purchaser has completed a credit application and the company's controller has approved it.
- Payment on account is due in offices by the end of each calendar month. Charges of 1.5% per month (18% annual rate) will be applied to past due balances each month.
- The company will suspend credit privileges on accounts 60 days past due. Unless a payment schedule has been arranged, the company may turn over accounts for collection action when a past due balance reaches 90 days.
- Palo Pinto Communications, LP, parent company of *Breckenridge American*, accepts VISA, MasterCard, American Express and Discover in addition to standard cash forms of payment.

### 4. General Rate Policies

- Advertising simulating news copy must include the bold-face word "Paid Advertisement" in a prominent location at the top of the advertisement.
- Publisher reserves the right to reject or ask for a revision of advertising copy and graphic depictions.

- Payment in advance is required for going-out-of-business and political advertising.
- All advertising of 19.5 inches to 20.66 inches in height will be billed at 20.67 inches tall.
- No double benefit is implied or intended with regard to published rates.

### 5. Retail & Classified Display Advertising Rates

Rates are per column inch (pci) unless otherwise noted

- Open rate.... \$7.55 pci
- Repeat discounts
  - Two placements.....\$6.90 pci
  - Three placements .....\$6.50 pci
  - Four placements .....\$6.10 pci
- Combination (Pick-up) Rates  
 Palo Pinto Communications, LP, owns and operates several North Central Texas newspaper markets. Advertisers desiring to reach a larger, regional market are afforded the following discounted flat rates in combination with the primary ad buy.
  - The Graham Leader .....\$5.65 pci
  - Jacksboro Herald-Gazette .....\$3.65 pci
  - Buy all publications.....\$15.00 pci
- Color charges (subject to availability)
  - Process color .....\$99.00
- Non-Profit Display Rate.
  - \$6.05 pci - available to bona fide 501(c)3 organizations, churches and schools.

### 6. Contract Retail & Classified Display Rates

- Annual volume
  - 250 – 499 inches.....\$6.50 pci
  - 500 – 999 inches .....\$6.10 pci
  - 1,000 – 3,499 inches.....\$5.30 pci
  - 3,500 inches or more .....\$5.00 pci
- Frequency contracts
  - 13 insertions.....\$5.75 pci
  - 26 insertions.....\$5.40 pci
  - 52 insertions.....\$5.30 pci

Col. Inch Rate / pci	
OPEN RATE	<b>\$7.55</b>
Repeat 2x	<b>\$6.90</b>
Repeat 3x	<b>\$6.50</b>
Repeat 4x	<b>\$6.10</b>
Combination	<b>\$3.75</b>
All 4 Papers	<b>\$15.00</b>
Non-Profit	<b>\$6.05</b>

Contract Display / pci			
By Volume		By Frequency	
250 inches	<b>\$6.50</b>	13 insertions	<b>\$5.75</b>
500 inches	<b>\$6.10</b>	26 insertions	<b>\$5.40</b>
1,000 inches	<b>\$5.30</b>	52 insertions	<b>\$5.30</b>
3,500 inches	<b>\$5.00</b>		
Full Color <b>\$99</b>		Classifieds <b>\$15/15</b> (50¢ per over 15)	

Specialty Rates	
Church Directory	<b>\$15.00</b>
Public Notices	<b>\$7.55</b>
Political (Pre-paid)	<b>\$7.55</b>
National	<b>\$7.55</b>
New Busin. 3x5	<b>FREE</b>

Pick-Up Rates / pci	
Graham	<b>\$5.65</b>
Jacksboro	<b>\$3.65</b>

Pre-Print Inserts **\$85 cpm**  
 Page 1 Banner **\$72/issue**

## 7. Category Display Advertising Rates

- a. National Advertising. All rates are available to national clients and agencies at Net.
- b. Political Advertising. All 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.
- c. Public Notices. The publication of Public/Legal Notices is governed by federal, state and local statutes.
  - Public Notices can be classified line ads. See Classified Line Ad Rates at Para. 9.
  - Entities may elect to publish notices as display advertisements.
- d. Page 1 Banner...\$72.00. Flat rate includes process color. Ads publish 6 columns by 1 inches tall.
- e. Church Directory .....\$14.00 per unit

## 8. Pre-print Advertising (Inserts & Circulars)

- a. \$85.00 per thousand Net. Zoning is not permitted.
- b. Pre-printed inserts must be delivered to The Graham Leader, 620 Oak St., Graham, TX 76450. Call the office at 940-549-7800 for receiving schedule.
- c. Finished size should be folded flat not to exceed dimensions of 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 require a surcharge for hand-insertion.
- d. All pre-printed inserts must comply with U.S. Postal Service regulations governing "loose enclosures."

## 9. Classified Line Ad Rates

- a. Classified line ad deadlines are 9 a.m. Mondays for the Wednesday edition.
- b. Open rate
  - \$10.00 for first 15 words
  - \$0.50 cents for each additional word.
  - Minimum charge is \$10.00
  - Extra charges apply for special features. Consult our classified ad specialist for features and pricing.
- c. Accounts available for regular, commercial customers.

## 10. Promotional Rates

All Palo Pinto Communications Newspaper markets offer a variety of promotional products targeted at niche audiences. Please consult your sales representative for opportunities.

## 11. Digital-Internet Advertising Rates

See our Digital Advertising Rate Card on the following page for web ad rates.

## 12. Dollar Volume Contracts

Dollar volume contracts are available to advertisers desiring to manage a comprehensive marketing plan across platforms for a six-month or longer term. Consult your local advertising manager for information. All dollar-volume contracts must be approved by the group publisher.

## 13. Publisher's Liability

*Breckenridge American 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 Breckenridge American, all instructions relative to the advertisement must be in written form. The Breckenridge American 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.*

## 14. Ad Order Deadlines

- a. Retail ad deadlines are 4:00 p.m. the previous Friday for the Wednesday edition.
- b. Special section ad deadlines are one week before press time with exceptions of some larger publications.

## 15. Mechanical Specifications

Page Size: 11" x 22"      Image Area: 10" x 20.67"

Columns: 6      Gutter Width: 0.1667"

1 columns.....	1.53 inches
2 columns.....	3.22 inches
3 columns.....	4.92 inches
4 columns.....	6.61 inches
5 columns.....	8.31 inches
6 columns.....	10 inches

## 16. Circulation

Breckenridge American.....1,000

## WEB Advertising Rates for [www.breckenridgeamerican.com](http://www.breckenridgeamerican.com)

PAGES	Ad Name	Size (in pixels)	Price*
All	Leaderboard - above masthead	728-970x90	\$125
	Leaderboard - below menu	728-970x90	\$95
	Leaderboard - footer	728x90	\$75
	Banner - below sideshow	468x90	\$65
	Sidebar - above e-edition	300x250-600	\$95
	Sidebar - below e-edition	300x250-600	\$95
	Skyscraper (bottom of sidebar)	300x90 Tile	\$45
Obit	Leaderboard - below menu	970x90	\$105
	Sidebar - above e-edition	300x250-600	\$85
	Sidebar - below e-edition	300x250-600	\$75
	Skyscraper (bottom of sidebar)	300x90 Tile	\$55

\*Charges are monthly for 3 months minimum. Speak to an Advertising Representative for other pricing options.

# Breckenridge American

114 E. Elm Street • Breckenridge, TX 76424 • 254-559-5412

[www.breckenridgeamerican.com](http://www.breckenridgeamerican.com)

# Web ad sizing

*Other sizes available.*

If ad is being sent camera-ready, please ask Creative Dept. for all specifications.  
[design@grahamleader.com](mailto:design@grahamleader.com)

468 pixels x 90 pixels  
Banner ad

300 pixels x 250 pixels  
Sidebar ad

300 pixels x 90 pixels  
Skyscraper (or tile) ad

728 pixels x 90 pixels (will not run in this direction, turned to fit on page)  
Leaderboard ad