

# VICTORIA ADVOCATE

# 2008 NATIONAL

# ADVERTISING RATES

Represented by Metro Suburbia  
711 Third Ave., 15th Floor, New York, NY 10017

—Effective January 1, 2008—

## PERSONNEL

Publisher - John Roberts  
President and General Manager - Barry Peckham  
Advertising Director - Ed Gambardella  
Retail Advertising Manager - Edna Gambardella  
National Advertising Manager - John Brill

## ROP OPEN RATES

Daily ..... \$54.83      Sunday..... \$57.05

**Rates are gross.** Ads over 19" will be charges full column depth of 21 1/2".

Political Rates: Same pricing as retail earned rate. Must be paid in advance.

Full page/double truck pickup within 5 days - 35% discount

**Sunday rates will be distributed as a Sunday draw. And apply on Thanksgiving weekend, Christmas day.**

## COLOR RATES

	Daily	Sunday
As Available	\$160	\$170
Spot Color	\$348	\$382
Full Process	\$816	\$863

## DOLLAR VOLUME CONTRACT

Per Year	Daily	Sunday
\$5,000	\$38.30	\$39.90
\$10,000	\$36.50	\$38.00
\$25,000	\$34.75	\$36.20
\$50,000	\$33.10	\$34.50
\$75,000	\$31.50	\$32.85
\$100,000	\$30.00	\$31.30

## CIRCULATION

	Total		Total
Daily	*33,929	Sunday	35,096

A.B.C. Zip Code Analysis Publishers Statement available from Publisher.  
\*Average Mon.-Sat. circulation - individual Daily circulation available on request.

## MECHANICS

### 50" WEB PAGES COLUMNS

1	.....1.833"
2	.....3.792"
3	.....5.75"
4	.....7.708"
5	.....9.667"
6	.....11.625"

Printing Process: Offset, Color Group NAA & ANPA  
Line Screen 85 dpi

Ads accepted electronically in pdf format.  
Adsend address is TXVIC

## SPECIAL PAGE DAYS/FEATURES

Wednesday	Good Living
Thursday	Home Garden, Seniors
Friday	M3
	Travel
Saturday	Auto, Faith
Sunday	Your Money, Farm, Oil & Gas
	TV, Your Life

## DEADLINES

Publication Day	Space & Copy Deadline
Monday	10 a.m. Thursday
Tuesday	10 a.m. Friday
Wednesday	10 a.m. Friday
Thursday	10 a.m. Tuesday
Friday	10 a.m. Wednesday
Saturday	10 a.m. Wednesday
Sunday	10 a.m. Thursday
Sunday Your Life	10 a.m. Friday 8 days prior
Front Porch/TV Guide	10 a.m. Friday 9 days prior
M3	10 a.m. Friday 8 days prior

## **POLICY - ALL CLASSIFICATIONS**

Insertion orders of contracts containing liability disclaimers not accepted. Agencies are held responsible for payment of invoices for advertising placed by them or on their own behalf or on behalf of their clients. In lieu of agency liability, written documentation must be provided by the advertiser assuming a responsibility for payment. Alcoholic beverage advertising is accepted.

Victoria Advocate requires:

1. All insertion orders specifying "sequential liability" (advertiser is solely liable for payment of media invoices if the advertiser has not paid the agency) must be received by the Victoria Advocate prior to the space reservation deadline, and
2. The advertiser's credit must be approved by the Victoria Advocate prior to the space reservation deadline.

## **CONTRACT/COPY REGULATIONS**

1. The subject matter, form, size, wording, illustrations and typography of all advertising is subject to the approval of the Publisher.
2. No objectionable medical, personal, matrimonial, clairvoyant, or palmistry advertising accepted; no stock promotions or financial advertising, other than those of securities of known value, will be accepted.
3. Contracts must be completed within one year from date of contract, not from first insertion.
4. Contracts must be for a definite schedule or for definite space to be used within one year from date.
5. Contract not completed will be short-rated.
6. Forwarding of an order is construed as an acceptance of all rates and conditions under which advertising space is available at the time sold by the publications. Failure to make order correspond in price, or otherwise, with the rate card is regarded only as a clerical error and publication is made and charged for upon the rates and terms of the rate card, without further notification.
7. The Publisher is not responsible for orders, cancellations or corrections given over the telephone. Written confirmations of order, cancellations or corrections, must be received in time to follow.
8. The Publisher assumes no financial responsibility for typographical errors in advertisement.
9. No allowance is made for errors that do not materially affect the value of the advertisement
10. Not responsible for key numbers unless included in plates, photo prints or other printing material or camera ready form.
11. When Publisher sets copy, charge will be made for actual space occupied, even though greater than maximum space specified in order.
12. All advertising which may appear to resemble news matter must be labeled with the word "advertisement".
13. Contracts will be accepted from an individual advertiser or may be drawn to include his subsidiaries but cannot include two or more different and unrelated companies.
14. All contracts are conditional on strike, fire, acts of God, or public enemy, war, or any cause not subject to the control of the Publisher.
15. Specification on orders for the use, or barring the use of any page, or relating to the kind of news or advertising on the page, are treated as requests only.
16. Late copy, not received in time for all editions, will not be carried over on the following day, and no credit will be given for any portion of run of edition missed.
17. Advertiser and advertising agency assume liability for all content (including test representation and illustrations) or advertisements printed, and also assume responsibility for any claims arising made against the Publisher.
18. The advertiser and/or agency shall designate the width in columns and exact depth in inches, in which case the news paper agrees to publish and bill the advertisement in exact space ordered to the quarter inch; measurements to be from cut-off rule. Where ads are positioned at the bottom of the page, a dash or dot may be substituted for the cut-off rule to designate the true bottom of the type page.
19. Contracts not received within 30 days of first requested insertion places all ads received and run before actual receipt by Publisher at "Open" rate.
20. Contracts not accepted for longer than 12 months from date of contract; first insertion must run within 30 days of that date, or contract becomes void.
21. Benefits of contract rates can be contained by written contract before first insertion.
22. Special clauses in insertion or contracts not accepted if relating to legal liability or circulation guarantees.
23. Existing contracts must be renewed before, not within, the final 30 days of current contract. Renewal does not take effect until present contract expires.
24. Publisher is not liable for any errors in any published ad unless ample time has been given for correction before press time. In such case if any error so noted in writing is not corrected by the Publisher his liability shall not exceed and shall be only in such proportion of the entire cost of such ad as the space occupied by the noted error bears to the whole space occupied by said ad.
25. Any advertising contract (or merely any schedule or copy) may be canceled at any time prior to deadline for reason satisfactory to the Publisher, without penalty to other party.
26. Publisher shall have the right to determine the classification of any advertising copy.

Represented Nationally by: Metro Suburbia

New York (212) 697-8020	Atlanta (770) 777-4910	Detroit (248) 426-4202
Florida (561) 750-1700	Los Angeles (323) 965-3677	

## **VICTORIA ADVOCATE**

311 E. Constitution • Victoria, Texas 77901  
P.O. Box 1518 • Victoria, Texas 77902-1518  
Phone (361) 574-1249 FAX (361) 574-1225  
VictoriaAdvocate.com