

West Austin News

RATE CARD 2012

5407 Parkcrest Drive, Suite 101 Austin, TX 78731
Bart Stephens, Publisher: publisher@westaustinnews.com
512.459.4070 www.westaustinnews.com

ABOUT US:

For over 20 years, the West Austin News has been committed to bringing our readers exclusive coverage of local school, sports, community and social events.

The West Austin News has received numerous awards from the Texas Press Association, the Suburban Newspaper Association, and the Texas Community Newspaper Association, ranging from *first* place for “General Excellence,” to “Best Editorial Writer,” to “Best Columnist”. The West Austin News continues to prove its dedication to having the *finest* quality content while serving as a unique voice for our community.

Distributed by mail to 3000 paid subscribers with an estimated readership of 7,500. Our circulation reaches the following zip codes: 78703, 78731, 78759, 78730 and 78746. This includes the neighborhoods of Tarrytown, Balcones Woods, Clarksville, Northwest Hills, Arboretum, Great Hills and Westlake.

OUR READERS:

Average Net Wealth

\$1,000,000+

Average Income

\$250,000+

Average Home Value

\$750,000

Average Length of Residency

15 years

Education

Attended College 99%

College or Graduate Degree 85%

Age

22-55 56%

56+ 44%

WEST AUSTIN NEWS ADVERTISING RATES AND DEADLINES

Open Rate: \$18.50 per column inch

Volume Rates: Rates determined by the number of column inches an advertiser purchases during the calendar month.

2-30 column inches	Open Rate \$18.50
30.5-62 column inches	\$16.50
63-100 column inches	\$14.50
101-150 column inches	\$12.50
151-200 column inches	\$11.00
201-250 column inches	\$8.50
251-500 column inches	\$7.25

Contract Rates: Discounted column inch rates based on number of consecutive runs

6 consecutive runs	\$15.00 per column inch
13 consecutive runs	\$13.00 per column inch
26 consecutive runs	\$12.00 per column inch
52 consecutive runs	\$11.00 per column inch

Contract Discounts are not applicable when volume rates are applied.

Color Charges:

Full Color: \$150

Design Fees:

The West Austin News will create your advertisement to our size specifications for \$50 per hour. Creation of your ad includes two rounds of proofing changes. An additional \$50 will be charged per change after the second round of proofing changes. Please review proofs carefully before giving approval.

Deadlines: Advertising Space Reservation: 12 noon Monday
Copy Submission: 5 p.m. Monday

Copy Submission: Camera ready ads should be saved at 300 dpi and as TIFF, JPEG, or PDF images. If ad is not saved as an image, please be sure to send all fonts. Ads may be emailed to ads@westaustinnews.com.

Advertising Specifications:

1 column	1.76"
2 columns	3.7"
3 columns	5.65"
4 columns	7.6"
5 columns	9.55"
6 columns	11.5"

Page Depth: 21"

Full page: 6 columns x 21.5" (11.5" x 21.5")

Half page: 6 columns x 10.5" (11.5" x 10.5")

ACCOUNTING

Pre-payment is required for all advertising until credit is established. Monthly statements sent to accounts with approved credit are due upon receipt. Weekly invoices are sent to ensure the ad has run.

PROVISIONS:

Publisher reserves the right to refuse or cancel any advertisement at any time. Publisher shall not be liable for failure to publish or distribute any part of any issue under circumstances beyond the reasonable control of the publisher. Further, publisher shall not be liable for damages if for any reason he fails to publish any advertisement. The West Austin News will make every effort to honor last minute changes or cancellations of advertising. However, advertising space cancelled after 12:00 p.m on Monday will be charged to the advertiser.

REAL ESTATE MARKETPLACE ADVERTISING RATES

Effective 6/01/10

The Real Estate Marketplace is a special supplement published every other week in the *West Austin News*

Full Color Ads

Size	Dimensions	26X	13X	1X
Full Page	11.5" x 21"	\$775	\$855	\$980
1/2 Page	11.5" x 10.5"	\$415	\$470	\$625
1/4 Page	5.65" x 10.5"	\$260	\$290	\$350
1/8 Page	5.65" x 5"	\$130	\$160	\$240

Special placement plus 15% on contract



SAMPLE AD SIZES AND RATES

These rates are for black and white. Please contact your sales rep for color rates.

3 column x 4" **(5.65" x 4")**

1x = \$222
6x = \$180/ad
13x = \$156/ad
26x = \$144/ad
52x = \$132/ad

3 column x 5" **(5.65" x 5")**

1x = \$277.50
6x = \$225/ad
13x = \$195/ad
26x = \$180/ad
52x = \$165/ad

2 column x 4" **(3.7" x 4")**

1x = \$148
6x = \$120/ad
13x = \$104/ad
26x = \$96/ad
52x = \$88/ad

2 column x 5" **(3.7" x 5")**

1x = \$185
6x = \$150/ad
13x = \$130/ad
26x = \$120/ad
52x = \$110/ad

2 column x 2" **(3.7" x 2")**

1x = \$74
6x = \$60/ad
13x = \$52/ad
26x = \$48/ad
52x = \$44/ad

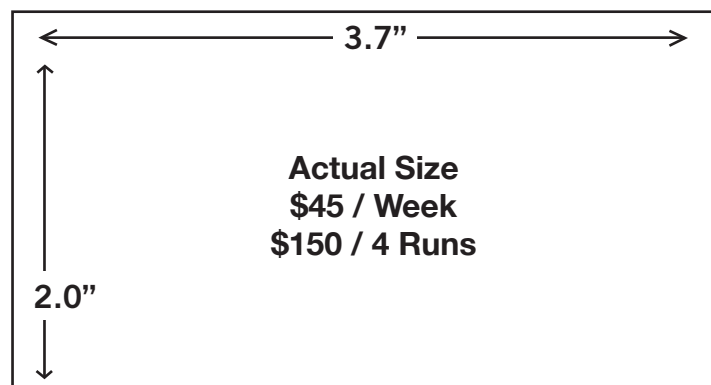
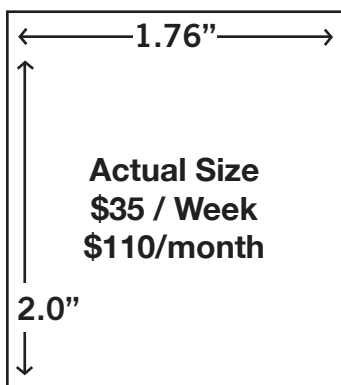
SERVICE DIRECTORY ADVERTISING RATES

West Austin News Service Directory ads are a bargain, and they generate the **highest quality customers** in Austin.

If you wish to run an ad in the West Austin News Service Directory, simply fax what you would like in the ad to **(512) 206-0704**.

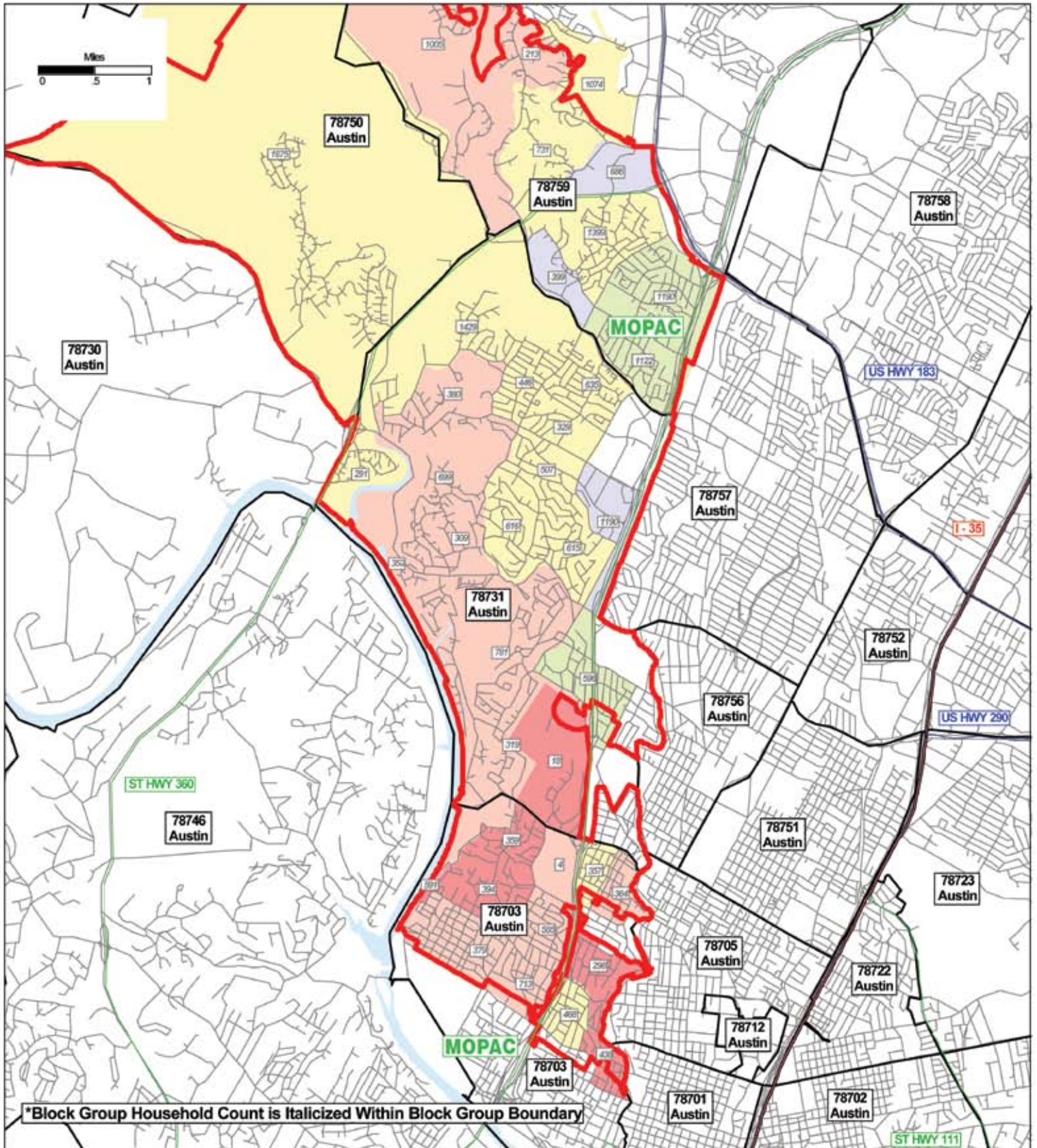
We offer three sizes of ads to meet your needs.

- ✓ Email artwork for your ad as .tiff, .jpeg or .pdf to ads@westaustinnews.com
- ✓ We will fax or email a proof to you when we have produced the ad
- ✓ Your ad will begin running after the final approval by you



West Austin News

Austin, TX



*Block Group Household Count is Italicized Within Block Group Boundary

 West Austin News Circulation Area