DeWitt County MARKETPLACE

The Classified Pages that serve all of DeWitt County, including Cuero, Yorktown, Meyersville, Nordheim and Westhoff.

In Cuero call (361-275-3464
119 East Main St. • Cuero, Texas 77954

Sell It Here!

In Yorktown call (361-564-2242
133 East Main St. • **Yorktown, Texas 78164**

Mastercard, VISA, Discover Accepted

Business Hours: Monday through Friday, 8:00a.m. - 5:00p.m.

Classified Advertising Rates

10. Classified Display Rates

The DeWitt County Marketplace display rate is **$4.75 per column inch**, based on a 8 column classified format. Volume discounts are available based on the following earned rates.

Inches Per Calendar Month	Rate
Open (1-75)	$4.75
76-150	4.45
151-225	4.30
226-340	4.05
341-615	3.90
National Rate	5.50

11. Classified Word Ad Rates

The DeWitt County Marketplace offers a **four line ad (approximately 15 words) for $4.75.** Each additional line is 75¢. Frequency discounts are available upon request.

12. Legal Rates

Public notices and legal advertising are run at a cost of 30¢ per word per insertion.

13. General Information

The Cuero Record and *Yorktown News-View* qualify as "newspapers of general distribution" for the publication of all notices, legal advertising and other purposes. *The Cuero Record* is published in the City of Cuero, DeWitt County, Texas. The *Yorktown News-View* is published in the City of Yorktown, DeWitt County, Texas.

MEMBER 2010
TEXAS PRESS ASSOCIATION

14. Classified Mechanical Requirements

Printed Offset - Eight Column Format
Column Width: 1.194 inches
Page Depth: 21-1/2 inches
Full Page: 8 columns x 21-1/2 inches, 172 total column inches

15. General Copy and Contract Regulations

Pertaining to all display advertising, retail and classified: In the event of an error, *The Cuero Record* and/or *Yorktown News-View* will be responsible only for the actual cost of the space affected. We will be happy to furnish a letter to the advertiser stating the correct copy. Furthermore, the advertiser and/or advertising agency or agent assumes all liablity for advertisements published (including illustrations, text, claims, etc.) and agrees to assume any and all responsibility for claims occurring therefrom against *The Cuero Record* or *Yorktown News-View.* Ad position is at the discretion of *The Cuero Record & The Yorktown News-View.*

Effective February 1, 2011
Media Rate Card for

THE CUERO RECORD

Established 1894 - Pulitzer Prize 1955

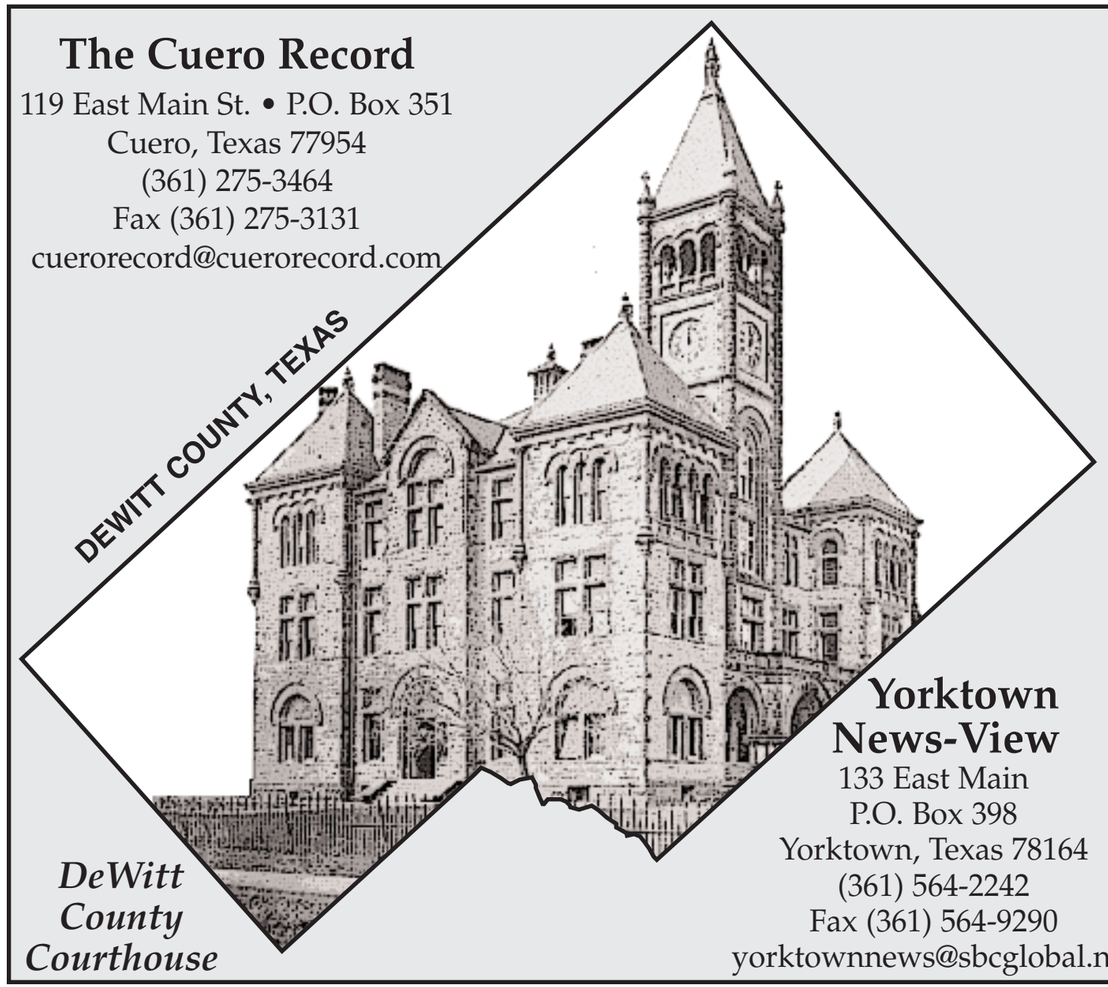
www.cuerorecord.com

and

Yorktown News-View

www.yorktownnews-view.com

The Cuero Record
119 East Main St. • P.O. Box 351
Cuero, Texas 77954
(361) 275-3464
Fax (361) 275-3131
cuerorecord@cuerorecord.com



DeWitt County Courthouse

Yorktown News-View
133 East Main
P.O. Box 398
Yorktown, Texas 78164
(361) 564-2242
Fax (361) 564-9290
yorktownnews@sbcglobal.net

Area Demographics & Information

1. Coverage Areas

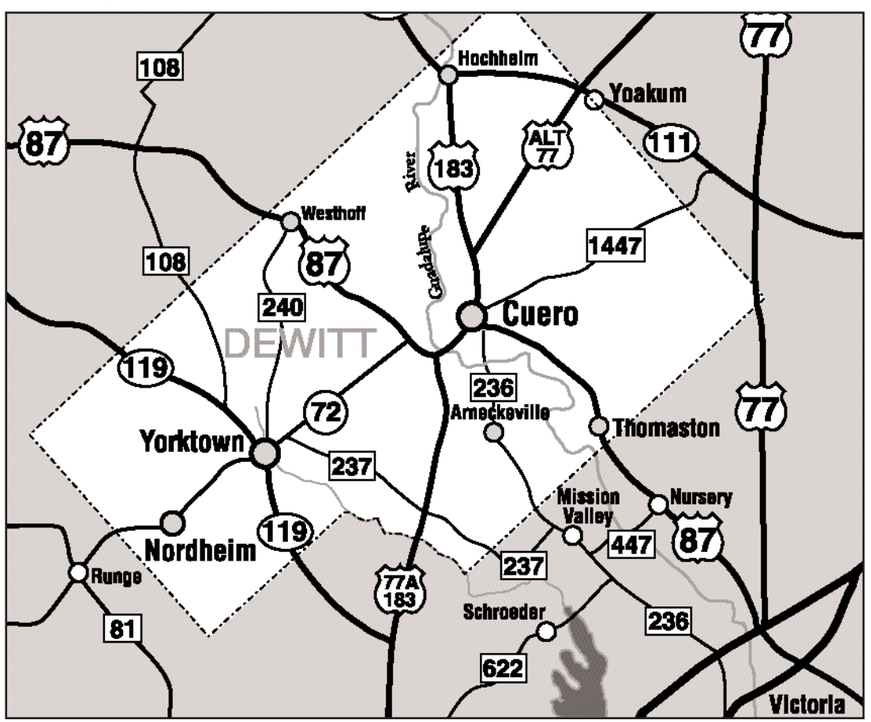
Coverage area of *The Cuero Record* and *Yorktown News-View* inlude the communities of Cuero, Yorktown, Meyersville, Nordheim and Westhoff.

2. Demographics

The following table offers a look at the demographics of each community as represented by thier respective zip code.

Based on 2000 Census	Cuero 77954	Yorktown 78164	Meyersville 77974	Nordheim 78141	Westhoff 77994
Total Persons	6,571	2,271	381	328	438
Total Households	2,867	1,048	146	170	284
Race:					
White	4,419	2,238	373	260	361
African American	1,098	68	0	0	23
Hispanic	2,282	854	5	127	104
Housing Costs:					
Value	$43,200	$38,800	$85,000	$33,100	$36,500
Gross Rent	$402.00	$300.00	$488.00	$375.00	$388.00
Income:					
Median HH	$24,931	$25,507	$34,375	$38,125	$26,774
Median Family	$29,500	$28,529	$42,292	$43,438	$31,406
Per Capita	$14,286	$12,041	$15,480	$14,125	$15,838

3. DeWitt County



Display Advertising Rate Schedule

4. Volume Discounts

Discount rates per column inch are offered to regular local advertisers, determined by the total number of column inches advertised each month. Eligible accounts must be paid by the 20th of the following month, or will be charged at open rate.

Inches Per Calendar Month		Cuero Record	Yorktown News-View	Combo Rate
Open (1-50)	*Rates per column inch.*	$6.25	$3.75	$8.25
51-150		5.75	3.50	7.50
151-450		5.50	3.25	6.50
National Rate		7.50	5.00	11.00
Church/Civic Rate		5.00	3.00	6.00

On The Web:

To advertise your business on the busiest web site in town, call

The Cuero Record
361-275-3464
www.cuerorecord.com

The Yorktown News-View
361-564-2242
www.yorktownnews-view.com

5. National Rate

A 15% Commission is allowed to established advertising agencies based on the above National Rate, payable within the following month of insertion.

6. Preprinted Inserts

Based on cost per thousand, applicable to both *The Cuero Record* and *Yorktown News-View.* Call for pricing on inserts over 12 standard pages. Contract rates are available.

4 page standard, 8 page tabloid	$60.00
6 page standard, 12 page tabloid	$65.00
8 page standard, 16 page tabloid	$70.00
10 page standard, 20 page tabloid	$75.00
12 page standard, 24 page tabloid	$80.00

7. Advertising Deadline/Weekly Publication Date

Advertising deadline for *The Cuero Record* is 10 a.m. Monday for that week's publication, and the deadline for *Yorktown News-View* is Friday at 5:00 p.m. for the next week's publication. Each publication is dated and delivered each Wednesday.

8. Color Advertising

Color advertising is accepted at an extra charge of **$100.00** per color in addition to black for any size ad up to a full page. A double truck will be considered as two pages and color would be charged at **$150.00** per color. Process color is accepted at an extra charge of $225.00 per page. Ask about shared color pricing.

9. Mechanical Requirements

Column Width: 1.637 inches
Page Depth: 21-1/2 inches
Full Page: 6 columns x 21-1/2 inches, 129 total column inches