

# THE HUNTSVILLE ITEM

## Standard Rates, Services & Demographics Guide

Huntsville, Texas is headquarters to the Texas Department of Criminal Justice, its 8,100 employees and \$18 million monthly payroll, and home to Sam Houston State University with its 2,250 employees and 12,500 students.

Effective June, 2007

# THE HUNTSVILLE ITEM

Advertising Rates  
Effective: June, 2007

All rates are based on column inches

## 1. PERSONNEL

Publisher .....Rex Maynor  
Advertising Director .....Dennis Garrison  
Circulation Director .....Charles Blakeley  
Business Manager.....William Hamilton  
Managing Editor .....Jay Ermis  
Production Director.....Rex Harding

## 2. COMMISSION & TERMS OF PAYMENT

**Payment** - credit is available to any advertiser satisfying the newspaper's credit and payment policies. Until credit is approved, payment in advance is required.

**Terms of Payment** - Payment for advertising is due upon receipt of statement. Political advertising must be prepaid and must include appropriate disclaimer. A 1.5% monthly service charge will be assessed on any outstanding balances after 30 days.

**Commissions** - qualified advertising agencies and national advertisers providing camera-ready copy may deduct a 15% commission from the National Rate listed, subject to the credit policies of the newspaper. No additional cash discount is allowed.

**Omission and Error** - In order to eliminate errors, proofs may be provided of any advertisement reserved prior to deadline. The newspaper will be responsible only to the extent of the space in which the error occurs. The newspaper assumes no responsibility for the omission of advertising or error on copy submitted after deadlines.

## 3. ADVERTISING RATE POLICIES

**Acceptable Advertising** - The Huntsville Item reserves the right to revise or reject any advertisement at any time. Acceptance of payment for advertising copy by an employee of The Item is subject to review, approval and acceptance by management.

**Contracts** - All advertisers receiving contract rates must have signed contracts. Rates may be raised on 30 days notice, at which time the advertiser has the right to terminate the agreement without penalty.

### Credit & Rate Policy

All classified categories may require prepayment. If in doubt, please call the Classified Department. All classified display ads require prepayment in the absence of established credit terms. Commercial rates apply to commercial business and applicable classifications, i. e. Help Wanted, Rental, Real Estate for Sale, etc. Classified line rates are discounted by consecutive insertions.

**Adjustment of Errors** - It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustments will be made by the publisher for errors not corrected after the first day. The publisher accepts no liability or responsibility for failure to insert an advertisement. The publisher accepts no liability for any error in an advertisement, regardless of cause, except for the cost of the space actually occupied by the error. The publisher reserves the right to revise or reject, at its opinion, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition, or to classify any advertisements. All ads subject to credit approval.

**Position** - The Item will make every effort to honor requested positioning of an ad. Guaranteed positions may be reserved when available at an additional charge of 25%.

**Cancellation of Advertising** - Please change ad schedules at least two (2) days prior to publication. All special section publications require five (5) days notice. Ads may not be cancelled after deadline.

## 4. LOCAL ADVERTISING RATES (6 columns)

a. **OPEN RATE**.....\$15.00 Daily  
\$16.00 Sunday

### b. EARNED MONTHLY RATES (Must run in a calendar month)

25" -49" per month.....\$12.80 daily, \$13.80 Sunday  
50"-99" per month.....\$12.40 daily, \$13.40 Sunday  
100"-199" per month.....\$12.10 daily, \$13.10 Sunday  
Sunday ads include free insertion into the Texas Trader the following Wednesday.

c. **REPEAT RATE**.....\$7.85 daily / \$8.85 Sunday  
2nd Repeat Rate.....\$5.75 daily / \$6.75 Sunday

To purchase advertising at the repeat rate, an open rate or earned rate advertisement must be rerun without changes of any kind within 6 days of the first insertion. Repeat inches do not count toward earned rate inches. Sunday rate includes pickup into Texas trader. Limit two repeat ads per full price ad.

### d. ANNUAL BULK CONTRACT RATE

300 inches per year.....\$12.55 daily .....\$13.55 Sunday  
600 inches per year.....\$12.05 daily .....\$13.05 Sunday  
1200 inches per year.....\$11.35 daily.....\$12.35 Sunday  
2400 inches per year.....\$11.00 daily.....\$12.00 Sunday  
3600 inches per year.....\$10.80 daily.....\$11.80 Sunday  
4800 inches per year.....\$10.30 daily.....\$11.30 Sunday  
6000 inches per year.....\$10.00 daily.....\$11.00 Sunday

Sunday ads include free insertion into the Texas Trader the following Wednesday.

**e. CONTRACT REPEAT RATE**

Any advertisement that is run by a bulk rate advertiser on contract may be rerun without changes of any kind within 6 days of the first insertion for \$6.25 weekdays / \$7.25 Sunday per column inch. Repeat inches count toward contract obligations. Limit one repeat ad per full price ad.

**f. SMALL BUSINESS RATE**

Advertiser must run a minimum of five inches per week for eight consecutive weeks, without interruption. Also must meet small business qualifications of size and annual revenue. See your advertising representative for more details.

Daily .....\$7.25 daily  
Sunday .....\$8.25 Sunday

**5. CLASSIFIED DISPLAY RATES (9 columns)**

**a. OPEN RATE** .....\$12.00 daily  
\$13.00 Sunday

**b. REPEAT RATE** .....\$6.85 daily /\$7.85 Sunday

To purchase advertising at the repeat rate, ad must be rerun without changes of any kind within 6 days of the first insertion. Sunday rate includes Texas Trader. Limit one repeat ad per full price ad.

**c. BUSINESS & SERVICE DIRECTORY (6 column format)**

Each publication includes insertion in The Item each day of the month.

	Display Ads - 1"	Line Listing*
12 months	\$125.00 per month	\$65.00 per month
6 months	\$200.00 per month	\$90.00 per month
1 month	\$265.00 per month	\$125.00 per month

\* 3Lines - Additional lines \$18.00 per line per month.

**d. CLASSIFIED LINE ADS**

Classified Line Ad Rates for commercial and private party ads are available upon request. Please call (936) 291 - 7355.

**6. TELEVIEW**

A complete weekly television listings guide. Localized for cable and ease of use. Modular Size Ads available with position guarantee.

With certain position limitations.....\$6.25 weekly

**7. TMC PRODUCT - TEXAS TRADER**

Texas Trader is a great weekly shopping package designed to cover the entire market. Published each Wednesday. Total distribution of 20,000.

Pickup Rate from the Item .....\$3.75  
Open Rate .....\$6.00

**8. TDCJ Region One Round-Up**

TDCJ Region One Round-Up is a monthly newsletter and money saving tabloid for TDCJ employees, delivered to the various units / annexes on pay-day. TDCJ payroll in Walker County exceeds \$18 million per month.

1" - 15" .....	\$11.50
16" - 29" .....	\$7.55
30" - 64" .....	\$7.35
65" - 79" .....	\$7.10
80" .....	\$6.75

**9. INSERT RATES**

**a. PREPRINTS - Open Rate** .....\$75/M  
Yearly Frequency Contracts:  
3 to 5 preprints per year .....\$62/M  
6 to 15 preprints per year .....\$59/M  
16 to 26 preprints per year .....\$52/M  
27 to 52 preprints per year .....\$47/M

**b. SINGLE SHEET INSERTS (Print and Deliver)**

Rates based on quantity. Zones and rates available upon request.

**10. COLOR RATES**

Black and one color .....\$150.00  
Black and two colors .....\$220.00  
Black and three colors .....\$260.00

**11. SPECIAL RATES**

National / General .....\$19.50  
\*Non-Profit .....\$8.70 daily / \$9.70 Sunday  
Political (See Earned Rate Section)  
Legal (9 column) .....\$11.75  
Liquor Notice.....(per two insertions) \$265.00  
(Minimum 2 insertions and must be paid in advance)  
Guaranteed Position .....25% of ad cost  
\*Non-profit repeat is \$6.25 pci / \$7.25 Sunday

**12. www.itemonline.com**

Huntsville's and Walker Countys' most accessed web site: itemonline.com is the electronic version of The Item, often exceeding 200,000 page views per month.

Tile ads.....150.00 monthly  
Banners .....250.00 monthly  
In-story ads .....350.00 monthly

**13. SPECIAL SERVICES**

PMTs or veloxes of any ad composed for and by The Item will be available to local advertisers; however, the following charges will be applied to the advertiser.

8" X 10" PMT .....\$12.00 per shot  
12" X 18" PMT .....\$15.00 per shot  
12" X 21" PMT .....\$20.00 per shot  
Outside Ad Photos .....\$10.00  
Photos taken at The Item .....\$5.00

**14. COMMERCIAL PRINTING**

The Huntsville Item has presses capable of printing a variety of newspaper type commercial publications and products. Rates available upon request. Contact (936) 295 - 5407.

**15. COPY DEADLINES**

**ALL DISPLAY AND LEGAL ADVERTISING**

Sunday .....5pm Thursday  
Monday .....5pm Friday  
Tuesday .....5pm Friday

Wednesday .....5pm Monday  
 Thursday .....5pm Tuesday  
 Friday .....5pm Wednesday  
 Saturday .....5pm Thursday  
 Televise .....5pm Monday  
 Texas Trader Want Ads .....5pm Thursday

**16. MECHANICAL REQUIREMENTS**

Advertisements over 19 inches deep will be charged at full page length. Column widths for both Retail and Classified are as follows:

<u>RETAIL COLUMNS</u>	<u>INCHES</u>
1 .....	1.806
2 .....	3.778
3 .....	5.75
4 .....	7.772
5 .....	9.694
6 .....	11.667

Printed page size - 6 columns x 21.25"

<u>CLASSIFIED COLUMNS</u>	<u>INCHES</u>
1 .....	1.129
2 .....	2.426
3 .....	3.722
4 .....	5.018
5 .....	6.315
6 .....	7.611
7 .....	8.907
8 .....	10.204
9 .....	11.5

Printed page size - 9 columns x 21.25"

**17. DEMOGRAPHIC INFORMATION**

**a. LOCATION**

Huntsville is located in East Texas approximately 70 miles north of Houston and 170 miles south of Dallas/Fort Worth via Interstate 45. It is also located on Texas Highway 30 (west to Bryan-College Station) and Texas Highway 190 (east to Livingston).

**b. POPULATION**

Huntsville - 36,021 Walker County - 64,097  
 Growth 2003 - 2008 Huntsville 4.56% Walker County 6.17%  
 Growth 2000 - 2003 Huntsville 2.69% Walker County 3.79%

Group Population includes TDCJ inmates and a portion of SHSU students.

Inmate population: City - 11,400  
 County - 17,129  
 Population Forecast 2008 Huntsville 37,664 County 68,091  
 Information provide by Claritas, Inc.



**d. MAJOR EMPLOYERS**

Texas Dept. Criminal Justice	8,169
Sam Houston State University	2,250
Huntsville I.S.D.	1,005
Wal-Mart	480
Education Service Region VI	450
Huntsville Memorial Hospital	450
Tri-County MHMR	295
City of Huntsville	283
Walker County	234

Source: Texas Employment Commission

Walker County Median Household Income	2003 est. \$35,148
Huntsville Median Household Income	2003 est. \$30,792
Walker County Households	2003 est. 19,371
Huntsville Households	2003 est. 10,743
Median Age - 2003 est.	Huntsville 29.71 Walker County 31.68

Educational Attainment	Huntsville	Walker County
High School Graduate	5725	12,199
Some college	4034	7855
Associate	623	1188
Bachelor	2839	4653
Master's	1310	1825
Professional School	165	254
Doctorate	504	544

The Huntsville Item  
 1409 10th St. P.O.Box 539  
 Huntsville, Tx 77320 Huntsville, Tx 77342  
 (936) 295 - 5407 / fax - (936) 435 - 0135  
 Classified (936) 291 - SELL / www.itemonline.com

email:  
 advertising director .....dgarrison@itemonline.com  
 production (sending ad copy) .....pressrun@itemonline.com  
 classified ads .....classified@itemonline.com  
 publisher .....dlyons@itemonline.com  
 editorial .....newsroom@itemonline.com