



## HILL COUNTRY RECORD • OUR MIDWEEK COUNTY NEWSPAPER

The only dependable and economical total market coverage advertising vehicle in our area. 10,000 delivered every Wednesday in San Marcos, Kyle, Wimberley, Buda, Martindale, Staples, Umland and surrounding areas.

**OPEN RATE..... \$5.00 per column inch • PICKUP RATE ..... \$3.25 per column inch**

Same copy must appear within seven days of publication in the San Marcos Daily Record.

### PRE-PRINT INSERTS

TAB PAGES SINGLE SHEET	CIRCS UNDER 7,700	CIRCS OVER 7,700
4	\$44.00	\$42.00
8	\$59.00	\$58.00
12	\$61.00	\$59.00
14	\$65.00	\$63.00
16	\$70.00	\$68.00
20	\$73.00	\$71.00
24	\$80.00	\$78.00
28	\$85.00	\$82.00
32	\$92.00	\$89.00
36	\$98.00	\$95.00
40	\$103.00	\$100.00
44	\$109.00	\$106.00
48	\$115.00	\$112.00
over 48	\$118.00	\$114.00

Please Call for Rates

### CLASSIFIED

**SUNDAY OPEN RATE: \$11.00 pci • Sunday/HCR combo \$10.50 pci**

**DAILY RATE: \$9.00 pci (Tues - Fri) Pickup Rate: \$5.00 pci**

### Weekly Advertising

Sunday: \$10.50 pci • 2nd Day: \$5.00 pci • 3rd Day: \$5.00 pci • 4th Day: \$4.00 pci • 5th Day: \$3.00 pci

Pickup in Hill Country Record \$3.25 pci • Monster.com \$40.00 per wk \$80.00 per mo

Premium Text \$20.00 per wk \$40.00 per mo • SMDR Web \$40.00 per wk \$80.00 per mo

### CLASSIFIED BUSINESS CARD DIRECTORY

A 2 column x 2 inch ad which includes any artwork and/or logos for \$79.00 per month. Ads in the Business & Service Directory run everyday. Also includes the San Marcos Daily Record web site [www.sanmarcosrecord.com](http://www.sanmarcosrecord.com) and is included in the Hill Country Record.

### ADVERTISING DEADLINES

The deadlines below are to cover copy space up to double truck. When the space to run exceeds a double truck, the advertiser is required to furnish copy at least 24 hours earlier than the mentioned deadline.

#### PUBLICATION DEADLINES

Tuesday .....	4PM Friday
Hill Country Record .....	Noon Friday
Wednesday .....	4PM Monday
Thursday .....	4PM Tuesday
Friday .....	4PM Wednesday
TV Magazine .....	Noon Wednesday
Sunday .....	Noon Thursday

**COMMISSION AND TERMS OF PAYMENT** • Credit accounts must be established with our Business Office before charges can be made. Prior to an account being established, all rates are cash in advance. • All bills are due and payable upon receipt. Bills not paid in a reasonable amount of time will be subject to collection and/or legal action.

**GENERAL RATE POLICIES ALL CLASSIFICATIONS** • Rates and conditions subject to change on 30 days notice. • Advertising set to resemble editorial matter must be marked "Advertisement." • The San Marcos Daily Record reserves the right to edit, alter or omit any advertisement. Advertisements are conditionally accepted by the San Marcos Daily Record, subject to approval by the management. The San Marcos Daily Record reserves the absolute right, at its sole discretion, to refuse any advertisement submitted for publication. Should an advertisement be rejected, any deposit will be promptly refunded. • All property rights, including any copyright interest to an advertisement produced for you by the San Marcos Daily Record using artwork and/or typography furnished or arranged by us, shall be the property of the San Marcos Daily Record. No such ad or any part thereof may be reproduced without the proper written consent of the San Marcos Daily Record.

**ERRORS:** It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustment 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 course, except for the cost of the space occupied in 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 clarify any advertisements. All ads subject to credit approval.

**SERVING THE TEXAS HILL COUNTRY SINCE 1912**