

# ADVERTISING BUILD OPTIONS

## ROP AD SIZES

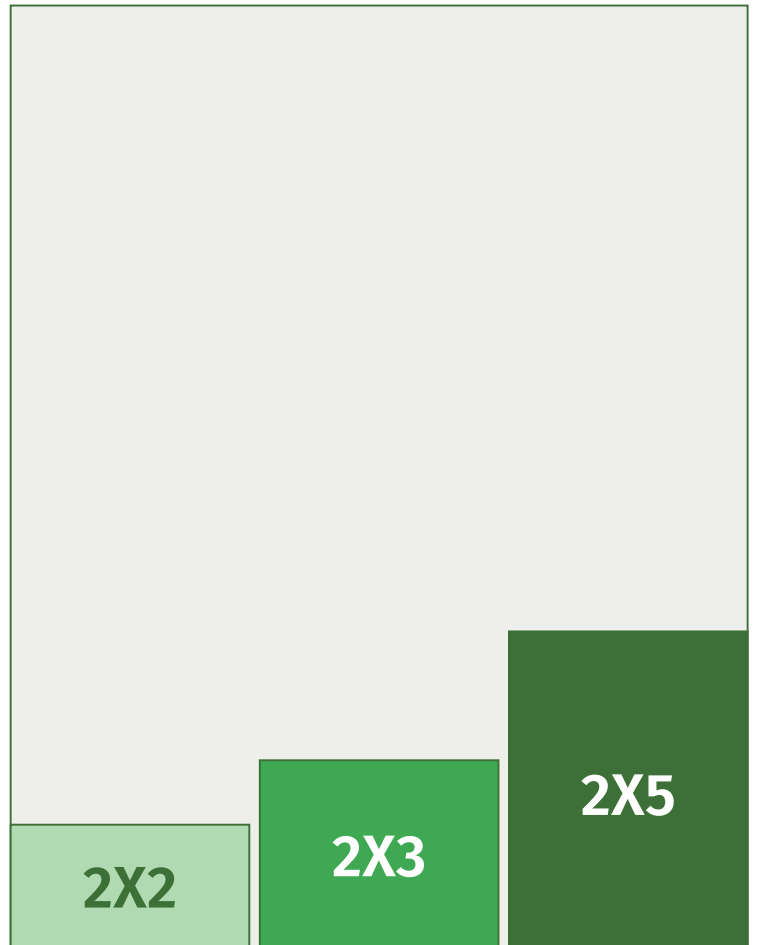
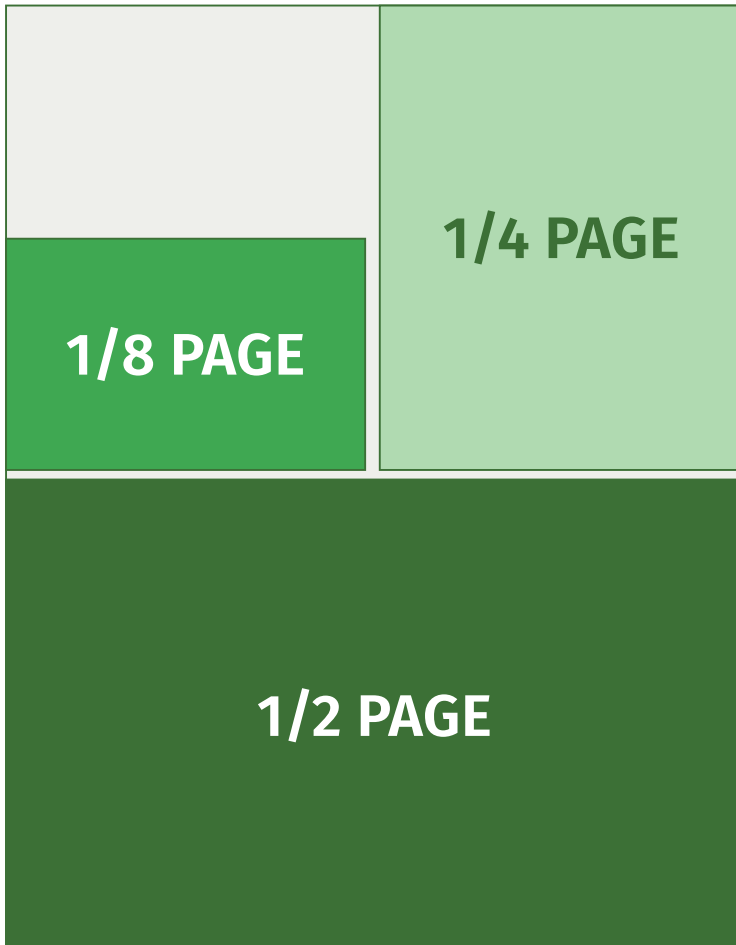
AD SIZE (COLUMNS)	INCHES	WEEKLY RATE
FULL PG (10x21)	10 x 21	\$1386
1/2 PG (6x10.5)	10 x 10.5	\$693
1/4 PG (3x10.5)	4.91 x 10.5	\$346.50
1/8 PG (3x5)	4.91 x 5	\$165
2x5	3.22 x 5	\$110
2x3	3.22 x 3	\$66
2x2	3.22 x 2	\$44

## LEGAL RATES

ROP	\$11/INCH
Classified	\$7/INCH
Classified Line Ad	55¢/word
Affidavit charge	\$5

## COLOR RATES (Additional)

Black with 1 Color	\$100
Full Processed Color	\$150



# TAYLOR PRESS RATE CARD 2020

We have many available advertising options and would be happy to help you any way we can, so please feel free to call us at your earliest convenience.

## RETAIL DISPLAY (6 COLUMN FORMAT)

1 column	-----	1.52 inches
2 column	-----	3.22 inches
3 column	-----	4.91 inches
4 column	-----	6.61 inches
5 column	-----	8.31 inches
6 column	-----	10 inches

## CLASSIFIED DISPLAY (9 COLUMN FORMAT)

1 column	-----	1.0 inches
2 column	-----	2.12 inches
3 column	-----	3.25 inches
4 column	-----	4.37 inches
5 column	-----	5.5 inches
6 column	-----	6.62 inches
7 column	-----	7.75 inches
8 column	-----	8.87 inches
9 column	-----	10 inches

## LEGAL RATES

ROP DISPLAY	-----	\$11/INCH
CLASSIFIED DISPLAY	-----	\$7/INCH
Classified Line Ad	-----	55¢/word
Affidavit charge is	-----	\$5

## AGENCY RETAIL DISPLAY RATES (pci)

Commissionable Rate	-----	\$13
Non-Commissionable Rate	-----	\$11.50
Classified Display Rates (pci) 1-99	-----	\$7

## COLOR RATES (Additional)

Black with 1 Color	-----	\$100
Full Processed Color	-----	\$150

## COMBO RATES

The Press is part of Granite Publications, a group of Texas newspapers. Ask your sales representative for special combination rates when running in more than one of Granite newspaper.

## WEB ADVERTISING

Let our ad department put a package together for you. See the next page of this packet for more information.

## CONTACT US FOR RATE PACKAGES

You can reach our advertising representative Regina Taylor by email at [regina.taylor@taylorpress.net](mailto:regina.taylor@taylorpress.net) to have a rate package put together to suit your business needs. The Taylor Press staff would be happy to produce your advertising for you based on negotiated package rates.

## DEADLINES FOR AD COPY

*Monday @ noon for the Wednesday Edition  
Thursday @ noon for the Friday edition*

## Camera-ready art may be submitted as follows:

- PDF format with all art and fonts embedded.
- Produced to the correct dimensions for size purchased
- E-mailed to [regina.taylor@taylorpress.net](mailto:regina.taylor@taylorpress.net)

PLEASE NOTE: While our paper is also produced digitally, ads printed on plain paper or "ad slicks" do not reproduce at high quality.

## STAFF

For a listing of e-mail addresses, please visit our website at [www.taylorpress.net](http://www.taylorpress.net) and click "CONTACT US" or

**Jason Hennington - Publisher**

**Carolyn Hill - Bookkeeper**

**Fernando Castro - Senior Reporter**

**Regina Taylor - Advertising**

**Matt Hooks - Sports**

*Serving East Williamson County since 1913.*

*The Taylor Press is printed twice a week on Wednesdays and Fridays and also appears online at [www.taylorpress.net](http://www.taylorpress.net) and on Facebook at [www.facebook.com/GoTaylorTx/](http://www.facebook.com/GoTaylorTx/)*

Phone: 512-352-8535

Rates are subject to change without notice.

**TAYLOR  
PRESS**