1. Personnel
Group Publisher • publisher@grahamleader.com
Editor • editor@jacksboronewspapers.com
Advertising Manager • ads@jacksboronewspapers.com
Inserts Manager • distribution@grahamleader.com
Creative • design@grahamleader.com

2. Representation
Texas Press Association
305 S. Congress Ave.
Austin, TX 78704
512-477-6755
texaspress.com

3. Commissions & Terms of Payment
Advertising Agencies
a. All rates are available to recognized agencies and are net, non-commissionable. Agencies are responsible for payment, unless orders clearly assign payment obligations to the client.
Credit and Collections
b. Payment must accompany orders for advertising unless the purchaser has completed a credit application and the company’s controller has approved it.
c. Payment on account is due in offices by the end of each calendar month. Charges of 1.5 percent per month (18 percent annual rate) will be applied to past due balances each month.
d. The company will suspend credit privileges on accounts 60 days past due. Unless a payment schedule has been arranged, the company may turn over accounts for collection action when a past due balance reaches 90 days.
e. Palo Pinto Communications, LP, parent company of Jacksboro Herald-Gazette, accepts VISA, MasterCard, American Express and Discover in addition to standard cash forms of payment.

4. General Rate Policies
a. Advertising simulating news copy must include the bold-face word “Paid Advertisement” in a prominent location at the top of the advertisement.
b. Publisher reserves the right to reject or ask for a revision of advertising copy and graphic depictions.
c. Payment in advance is required for going-out-of-business and political advertising.
d. All advertising of 19.5 inches to 20.66 inches in height will be billed at 20.67 inches tall.
e. No double benefit is implied or intended with regard to published rates.

5. Retail & Classified Display Advertising Rates
Rates are per column inch (pci) unless otherwise noted
a. Open rate... $7.55 pci
b. Repeat discounts
   • Two placements.................................$6.90 pci
   • Three placements.............................$6.50 pci
   • Four placements..............................$6.10 pci
c. Combination (Pick-up) Rates
   Palo Pinto Communications, LP, owns and operates several North Central Texas newspaper markets. Advertisers desiring to reach a larger, regional market are afforded the following discounted flat rates in combination with the primary ad buy.
   • The Graham Leader............................$5.65 pci
   • Breckenridge American......................$3.65 pci
   • Lake Country Shopper.......................$4.40 pci
   Buy all publications............................$20.00 pci
d. Color charges (subject to availability)
   • Process color ....................................$99.00
e. Non-Profit Display Rate.
   • $6.05 pci - available to bona fide 501(C)3 organizations, churches and schools.

6. Contract Retail & Classified Display Rates
a. Annual volume
   • 250 – 499 inches..............................$6.50 pci
   • 500 – 999 inches..............................$6.10 pci
   • 1,000 – 3,499 inches.........................$5.30 pci
   • 3,500 inches or more.........................$5.00 pci
b. Frequency contracts
   • 13 insertions..................................$5.75 pci
   • 26 insertions..................................$5.40 pci
   • 52 insertions..................................$5.30 pci
   • 104 insertions..................................$5.00 pci

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<table>
<thead>
<tr>
<th>Col. Inch Rate / pci</th>
<th>Contract Display / pci</th>
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</thead>
<tbody>
<tr>
<td>OPEN RATE</td>
<td>$7.55</td>
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<tr>
<td>Repeat 2x</td>
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<tr>
<td>Repeat 3x</td>
<td>$6.50</td>
</tr>
<tr>
<td>Repeat 4x</td>
<td>$6.10</td>
</tr>
<tr>
<td>Combination</td>
<td>$3.65</td>
</tr>
<tr>
<td>All 6 Papers</td>
<td>$20.00</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>$6.05</td>
</tr>
</tbody>
</table>

**Specialty Rates**
- Church Directory $14.00
- Public Notices $7.55
- Local Business $20/wk
- Political (Pre-paid) $7.55
- National $7.55

**Pick-Up Rates / pci**
- Graham $5.65
- Breckenridge $3.65
- Shopper $4.40

Pre-Print Inserts $85 cpm
Page 1 Banner $72/issue
7. **Category Display Advertising Rates**
   a. National Advertising. All rates are available to national clients and agencies at Net.
   b. Political Advertising. All rates are available at Net to bona fide candidates for elective office and groups supporting or opposing ballot propositions. Political advertising must be paid in advance.
   c. Public Notices. The publication of Public/Legal Notices is governed by federal, state and local statutes.
      - Public Notices are classified line ads. See Classified Line Ad Rates at Para. 9.
      - Entities may elect to publish notices as display advertisements at the non-profit rate of $6.05.
   d. Page 1 Banner…$72.00. Flat rate includes process color. Ads publish 6 columns by 1 inches tall.
   e. Pre-print Inserts ....................................$85.00 cpm
   f. Non-profit rate
   g. Open rate ...................................................$8.80 pci
   h. Pre-print Directory ...........................................$7.05 pci
   i. Church Directory............................................$15.00 per unit

8. **Pre-print Advertising (Inserts & Circulares)**
   a. $85.00 per thousand Net. Zoning is not permitted.
   b. Pre-printed inserts must be delivered to The Graham Leader, 620 Oak St., Graham, TX 76450. Call the production facility at 945-549-7800 for receiving schedule.
   c. Finished size should be folded flat not to exceed dimensions of 11 inches by 11.25 inches with the leading or folded edge along the widest dimension. Minimum size is 4.5 inches by 5.5 inches. Pieces exceeding one-quarter inch in thickness or perfect-bound require a surcharge for hand-insertion.
   d. All pre-printed inserts must comply with U.S. Postal Service regulations governing “loose enclosures.”

9. **Classified Line Ad Rates**
   a. Classified line ad deadlines are 11:00 a.m. Monday for the Wednesday edition.
   b. Open rate
      - $10.00 for first 15 words
      - $0.50 cents for each additional word.
      - Minimum charge is $10.00
      - Extra charges apply for special features. Consult our classified ad specialist for features and pricing.
   c. Accounts available for regular, commercial customers.

10. **Lake Country Shopper**
    Advertisers may reach an additional 4,500 households in Young County and adjacent counties and communities through the Lake Country Shopper, which completes total market coverage. Rates are:
    a. Open rate...................................................$8.80 pci
    b. Pick-up rate ..............................................$4.40 pci
    c. Repeat discounts .................................$6.00 - $7.95 pci
    d. Non-profit rate ...........................................$7.05 pci
    e. Pre-print Inserts .........................................$85.00 cpm
    f. Entertainment rate ...................................$5.50 cpm

11. **Promotional Rates**
    All Palo Pinto Communications Newspaper markets offer a variety of promotional products targeted at niche audiences. Please consult your sales representative for opportunities.

12. **Digital-Internet Advertising Rates**
    See our Digital Advertising Rate Card on the following page for web ad rates.

13. **Dollar Volume Contracts**
    Dollar volume contracts are available to advertisers desiring to manage a comprehensive marketing plan across platforms for a six-month or longer term. Consult your local advertising manager for information. All dollar-volume contracts must be approved by the group publisher.

14. **Publisher’s Liability**
    Jacksboro Herald-Gazette assumes no obligation, responsibility or liability for subject matter contained in copy placed by advertisers or their agents. The advertiser and/or advertising agency agrees that all materials and copy will comply with applicable state and federal laws and regulations.
    The advertiser and/or agency further agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violations of rights of privacy resulting from the publication of the advertisement. All advertising copy submitted is subject to approval, revision or rejection by the publisher. To be binding upon the Jacksboro Herald-Gazette, all instructions relative to the advertisement must be in written form. The Jacksboro Herald-Gazette is not bound by any terms or conditions, printed or otherwise, appearing on order blanks, advertising forms or copy instructions, when the same is in conflict with terms and conditions of the newspaper’s rate card or policies. All advertising must be on behalf of the advertiser’s business or service exclusively.

15. **Ad Order Deadlines**
    a. Retail ad deadlines are 10 a.m. Monday for the Wednesday edition.
    b. Special section ad deadlines are one week before press time with exceptions of some larger publications.

16. **Mechanical Specifications**
    **Page Size:** 12” x 22”       **Image Area:** 11” x 20.67”
    Columns: 6       Gutter Width: 0.1667”
    1 columns. ..............................................1.69 inches
    2 columns. ..............................................3.56 inches
    3 columns. ..............................................5.42 inches
    4 columns. ..............................................7.28 inches
    5 columns. ..............................................9.14 inches
    6 columns. .............................................11 inches

17. **Circulation**
    Jacksboro Herald-Gazette................................1,100
    Lake Country Shopper....................................4,500

<table>
<thead>
<tr>
<th>PAGES</th>
<th>Ad Name</th>
<th>Size (in pixels)</th>
<th>Price*</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>Leaderboard - above masthead</td>
<td>728-970x90</td>
<td>$100</td>
</tr>
<tr>
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<td>Leaderboard - below menu</td>
<td>728-970x90</td>
<td>$75</td>
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<tr>
<td></td>
<td>Leaderboard - footer</td>
<td>728x90</td>
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<tr>
<td></td>
<td>Banner - below sideshow</td>
<td>468x90</td>
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<td>300x250-600</td>
<td>$75</td>
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<td></td>
<td>Sidebar - below e-edition</td>
<td>300x250-600</td>
<td>$75</td>
</tr>
<tr>
<td></td>
<td>Skyscraper (bottom of sidebar)</td>
<td>300x90 Tile</td>
<td>$25</td>
</tr>
<tr>
<td>Obit</td>
<td>Leaderboard - below menu</td>
<td>970x90</td>
<td>$85</td>
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<tr>
<td></td>
<td>Sidebar - above e-edition</td>
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</tr>
</tbody>
</table>

*Charges are monthly for 3 months minimum. Speak to an Advertising Representative for other pricing options.
Web ad sizing

If ad is being sent camera-ready, please ask Creative Dept. for all specifications.
design@grahamleader.com

468 pixels x 90 pixels
Banner ad

300 pixels x 250 pixels
Sidebar ad

300 pixels x 90 pixels
Skyscraper (or tile) ad