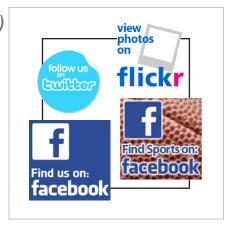


MARKETING SERVICES



- Wise County Messenger Wednesday & Saturday
- All Around Wise Wednesday (TMC)
- Update Monday Friday (24-7 Breaking News)
- Special Sections Monthly
- WCMessenger.com 24/7
- WelcometoWise.com 24/7





Established in 1880, the Wise County Messenger is one of Wise County's oldest business institutions and its largest newspaper. The Messenger operated in different locations in the county early in its existence, has been published in Decatur, Texas since 1885. Roy and Jeannine Eaton have owned the Messenger since 1973. Roy is a past president of Texas Press Association and the National Newspaper Association. The Messenger is recognized as one of the best semi-weekly newspapers in Texas and has earned the coveted "Sweepstakes" award for 12 of the last 14 years from the Texas Press Association's "Better Newspaper Contest."

The Messenger office located at 115 South Trinity in Decatur, Texas and is published twice a week on Wednesday and Saturday with a Total Market Coverage publication also published each Wednesday.



Paid circulation totals over 3,800 with a Total Market Circulation (TMC) section of an additional 24,600 bringing the total available paid and free mailed and digital circulation on Wednesdays to 28,533.

In addition to the twice weekly issues, Wise County Messenger Update is a news sheet published and distributed Monday through Friday with a countywide circulation of 3,000 each day. Update contains the latest capsulized local news and is also posted daily on www.wcmessenger.com. The Wise County Messenger website features a variety of advertising opportunities plus local news, breaking news and photos.

Now operating in its 137th year of publication, the Messenger management and staff are committed to quality journalism and community service. We deliver local news and advertising in the most efficient and professional manner possible. We offer our professional expertise to help your business grow and prosper and welcome your comments on our performance.



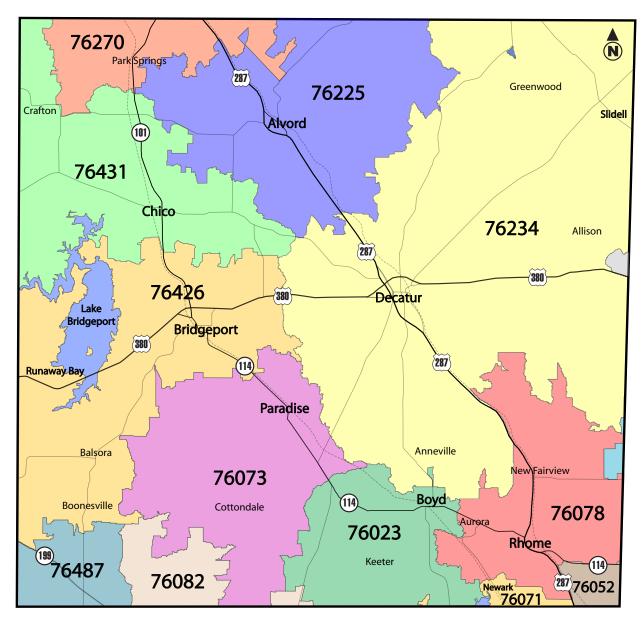
ZIP Code **Totals** City TMC* Subscriptions Single Copy Single Copy (Wednesday) (Saturday) Decatur 76234 6,702 1,038 655 585 8,395 Bridgeport 269 180 190 5,298 76426 4,849 Rhome 76078 3,586 160 70 65 3,816 Boyd 85 76023 2,832 199 90 3,116 Paradise 76073 2,088 207 40 40 2,335 Chico 1,777 76431 1,540 147 90 90 Newark 76071 1,663 38 25 25 1,726 Alvord 146 76225 1,349 75 75 1,570 Greenwood 76246 6 6 In-County Digital Subs 81 81 **Out-of-County Subscriptions** 371 371 Out-of-County Digital Subs 42 42 24,609 2,704 Totals 1,220 1,160 28,533 (a) (b) (c) (d)

Total Paid Circulation (Wednesday)	3,924 (<i>b</i> + <i>c</i>)	<i>Preprint total</i> 3,801
Total Paid Circulation (Saturday)	3,864 (b+d)	<i>Preprint total</i> 3,741
Total Free-Mailed TMC*	24,609 (a)	Preprint total24,609
Total TMC plus Wednesday Paid Circ	28,533 (a+b+	c) Preprint total28,410
Total (In-County) TMC/Wednesday Paid Circ	28,120 (a+b	+c) Preprint total28,039

^{*}TMC denotes Total Market Circulation for a free-mailed publication titled "All Around Wise" and also included as a section in Wednesday subscription and single-copy issues.



MARKET BY ZIP CODE



County Circulation by Zip

Decatur	76234	8,395	Chico
Bridgeport	76426	5,298	Newark760711,726
Rhome	76078	3,816	Alvord762251,570
Boyd	76023	3,116	Greenwood762466
Paradise	76073	2,335	Digital Subscriptions81
			Total In-County Circulation including digital28,120

Total In-County Preprint Circulation......28,039



PERSONNEL & II

Management & Sales Staff

Publisher	Roy Eaton
Vice President/General Mana	gerMark Jordan
Business Manager	Kristi Bennett
Editor	Kristin Tribe
Advertising Manager	Lisa Davis
Advertising SalesLori	White, Laura Belcher
_	Leisa Gage, Ken Roselle
Classified Advertising	Donna Bean
Circulation	Brenda Jewell

Mechanicals and Terms

subject to national advertising rates. Terms: Cash/30 days.

General Rate Policy - All ads subject to open rate except ads from Special Pages - Real Estate in classified section of main news issue commissioned agencies which are subject to national rates. Minimum one time insertion size is 6 column inches. Smaller ads require minimum insertion runs.

Special Services - Personal attention and consultation for all your advertising and promotion needs is included in our reasonable rate structure. Please call one of our representatives for help with your advertising program. Typesetting and photography included in rates. Minimal-size ads with photos and four-color process photos subject to extra charges.

Advertising Deadlines

Wednesday Edition

•Display Ads - 5 pm Friday

Saturday Edition

- •Real Estate 3 pm Tuesday
- Classified Display Ads 5 pm Wednesday
- Display Ads 5 pm Wednesday
- Classified Line Ads Noon Friday
- ·Legal Notices 10 am Friday

Circulation

(As of August 2017)

Saturday	3,924
Wednesday	
TMC* (All Around Wise)	•
* includes Wednesday Paid Circulation	,, ,,

Mailed Subscription

In-County	\$37 per year
Out-of-County	\$43 per year
Out-of-State	\$49 per year
Electronic Subscription	\$25 per year

Commission and Terms of Payment - Regular agency commission Mechanical Specifications - 6 columns/1.83 inch column width, 21 inch page depth, printed offset.

> each Wednesday and Saturday. Wise Business page Wednesday and Saturday main news issues. Wise County Church Directory page, each Saturday.

> **Position** - Placement of ads and/or preprint material in the Messenger is solely at the option of the publisher.

> **Refusal** - The Messenger reserves the right to refuse or cancel any advertisement at any time.

Approval - All advertising accepted subject to publisher approval.

All Around Wise

- •Real Estate Noon Thursday
- Classified Display Ads Noon Thursday
- Display Ads 5 pm Thursday
- Classified Line Ads Noon Monday
- ·Legal Notices 10 am Monday





PUBLISHER'S LIABILITY FOR ERROR - The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The Publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement. INDEMNIFICATION - The Advertiser and/or Advertising Agency 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 violation of rights of privacy, resulting from the publication of the Advertiser's advertisement.

115 South Trinity • P.O. Box 149 • Decatur, Texas 76234

ads@wcmessenger.com

ADVERTISING FAX: 940-627-3090 TELEPHONE: 940-627-5987 FAX: 940-627-1004



per column inch Effective January 1, 2017

Main News

Local Rate.....

\$8.00

Wednesday circulation....3,924 Saturday Circulation 3,864 Non-commissionable rate applies to all local advertisers in Wise County.

National Rate \$9.40
Subject to 15% agency commission discount.

Main News

Combo Rate.....

\$12.00

Wednesday/Saturday Combo Circulation 7,788 Non-commissionable rate applies to all local advertisers in Wise County.

National Rate \$14.10

Subject to 15% agency commission disc

All Around Wise Local Rate...

\$12.20

Wednesday circulation...28,533

Non-commissionable rate applies to all local advertisers in Wise County.

National Rate \$14.35

Subject to 15% agency commission discount.

All Around Wise/Saturday

Combo Rate.....

\$16.20

Wednesday & AAW/Saturday Combo Circulation 32,397 Non-commissionable rate applies to all local advertisers in Wise County.

National Rate \$19.05
Subject to 15% agency commission discount.

Color Rates

\$100 Process Color

\$75 for ads 15 column inches and under

Preprint Rates

- \$45 per thousand for single-sheet fliers.
- Other rates based on preprint weight and frequency.
- Preprints must be 1/2-fold compatible and in-house deadline for materials is one week prior to insertion.
- A complete rate chart is on page 8.



Classified Ad Rates

Classified Gold ads are \$20 for 20 words or less and runs Saturday and Wednesday.

Service Special - \$82 for 5 weeks
For Sale 4-Week Special - \$42 for 4 weeks

RENTALS

SEMPLOYMENT

Services

Serv



Main News

Front page

"Post-it-Note" (printed)

\$600 each run

\$500 with minimum 31.5" ad

Front page

"Bottom Banner" ad

\$500 each run

\$400 with minimum 31.5" ad



All Around Wise

"Top Sidebar ad"

\$700, Sidebar only

\$500, 1 run with Minimum 31.5" ad

\$450 each w/2 consecutive runs of 31.5" ads

\$400 each w/3 consecutive runs of 31.5" ads

\$350 each w/4 consecutive runs of 31.5" ads

All Around Wise

Guaranteed Placement Front, Back or Page 3
Half Page ad price with color plus \$100 premium





CPM (Cost per thousand) rates based on weight & frequency Weight 25 - 48 issues 49 - 104 issues 1 - 24 issues (frequency) (frequency) (frequency) 0 - .35 ounces (Single Sheet Flier) **\$45** CPM \$45 CPM \$45 CPM .351 - .830 ounces \$60 CPM \$55 CPM \$50 CPM (4 or more pages) **\$65** CPM .831 - 1.659 ounces \$55 CPM \$60 CPM 1.660 - 1.842 ounces \$70 CPM \$65 CPM \$60 CPM **\$75** CPM 1.843 - 2.212 ounces \$80 CPM \$70 CPM 2.213 - 2.489 ounces **\$90** CPM **\$85** CPM \$80 CPM 2.490 - 2.70 ounces \$100 CPM **\$95** CPM \$90 CPM 2.710 - 3.0 ounces \$110 CPM \$105 CPM \$100 CPM 3.01 - 3.50 ounces \$115 CPM \$120 CPM \$110 CPM 3.51 - 4.00 ounces \$130 CPM \$125 CPM \$120 CPM 4.01 - 4.50 ounces \$135 CPM \$140 CPM \$130 CPM 4.51 - 5.00 ounces \$145 CPM \$150 CPM \$140 CPM

*All prices based on one-half fold compatibility.

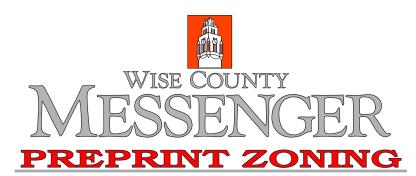
\$160 CPM

\$155 CPM

\$150 CPM

5.01 - 5.50 ounces

Prices effective January 1, 2011



 Wednesday Total Market Coverage and subscription copies offer zoning opportunities. The Zip Code page provides circulation details on TMC, subscriptions and single-copy sales totals.

• 2,210 minimum quantity paid circulation may be combined with any or all TMC zips in midweek circulation.

• Free-mailed TMC, Subscriptions and Single-copy (in-county) issues may be zoned by zip. TMC circulation of 24,609 free-mailed copies plus 3,430 paid subscription and single-copy issues total 28,039 available for in-county distribution.

• Contact Mark Jordan with additional questions.

Mark Jordan 940-627-5987 940-627-1004 fax mjordan@wcmessenger.com





2017 SPECIAL PUBLICATIONS

Publication

Deadline

<u></u>			<u> </u>
February Youth Fair Preview	AAW	2/16	February 22
March Home,Lawn & Garden Youth Fair Results			
April Medical Directory	1/2 fold Glossy	3/08	April 26
May Graduation	Broadsheet	5/02	May 17
June Reader's Choice	Tab	6/06	June 28
July Welcome to Wise	Magazine	6/02	July 26
August Fall Sports	Tab	8/01	August 23
September TBA	TBA	TBA	TBA
October Business Directory	1/2 fold Glossy	9/12	October 25
November Soil & Water	Tab	10/17	November 8
Gift Guide & Small Business Saturday	Tab	10/31	November 22
Moonlight Madness	AAW	11/21	November 29
December Holiday Greetings	Tab	11/28	December 20

<u>Size</u>

Month/Issue











2016 SPECIAL PROMOTIONS

Valentine's Day(4-Color Special). Promos startFebruary 6 &
President's DayFebruary 15
St. Patrick's Day
Easter (March 27)
Administrative Professional's DayApril 27
Mother's Day May 8
Memorial Day May 30Promos.startMay 25
Father's Day June 19Promos startJune 8
4th of JulyJuly 4
Dog Days of SummerJuly 1
Friday the "13th" Promo May
Back-to-SchoolPromos startAugust 3
Labor Day September 5
Grandparent's Day September 11. Promos startSeptember 7
Columbus Day October 10 Promos start October 5
Boss's DayOctober 17
Halloween October 31Promos.startOctober 22
Veterans Day November 11Promos.startNovember 5
Holiday PromotionsNovember 23





Rates & Circulation

Published - Monday through Friday Circulation - 3,000 - plus daily internet posting at...

www.wcmessenger.com/update/

Delivered free to numerous businesses and public offices throughout the county. Update is an $8\ 1/2\ x\ 11$ news sheet of the early news of the day. Items include late breaking and overnight news events, city council and school board meetings, sports events and scores, funeral notices and more.

Advertising Opportunities

All front-page ads on Update are \$100 for one to three runs. Runs of 4 or more are \$75. Ads are sold on a first-come first-served basis and may be retained indefinitely once a spot is secured. UPDATE advertisers are not permitted to resell, trade or transfer a contracted ad spot to another business, political candidate or event, church or charity.

The back of Update is available with the following rates and terms:

Full size $(8 1/2" \times 11") - 1 \text{ Day} = 200

2 advertisers running 1/2 page each = \$110 each per day

Update Backs are scheduled on a first-come first-served basis and have copy deadlines of 2 days prior to the date of the run.



(A) Banner - (8 5/8" wide by 1 1/4" inch deep)

\$50 Per Day on Update \$40 Per Day on Homepage

\$20 Per Day News & Bus. Headlines + Opinion & Letters to the Editor, Lifestyle (Weddings, Engagements, New Arrivals and Obituaries

\$15 Per Day Sports, Classifieds, Real Estate, Transportation

\$10 Per Day on Media pages (Photo or Video) plus Community

(B) <u>Cut-in Text Box</u> - (3 3/8" by 3 3/8")

\$100 Per Day (available on Update only)

(C) Side Bar Big Box - (3 3/8" by 3 3/8")

\$60 Per Day on Update or \$50 on Homepage

\$20 Per Day on News/Bus. Headlines/Opinion/Letter to Editor, Lifestyle (Weddings, Engagements, New Arrivals and Obituaries

\$15 Per Day on Sports Headlines

(D) <u>Strip</u> - (8.056" by 1.847")

\$80 Per Day Mon-Thurs, \$100 Friday, Saturday, Sunday

(E) Side Bar Small Box - RH side of each page

\$100 Per Week on Update \$50 Per Week on Homepage

\$35 Per Week on News/Bus. Headlines Opinion/Letter to Editor, Lifestyle (Weddings, Engagements, New Arrivals and Obituaries

\$25 Per Week on Sports Headlines

\$15 Per Week Classifieds: Real Estate, Employment, Transportation

\$10 Per Week Photos/Video & Community

True Crime & Blogs

\$10 Per Day for Banner Ad \$20 Per Week for Side Bar

For Package or Frequency Discounts 940-627-5987



BRIDGEPORT SPIRIT OF CHRISTMAS - Bridgeport Spirit of Chris

To sign up a truck or donate candy, call Candy Burden at 940-627-3235

cepted during regular library hours and are due by noon Tuesday, Nov. 10.

FALL FEST – First Baptist Bridgeport, 1204 12th Street in Bridgeport, will holid its Fam Fall Fest 6:30-8 tonight. It will include games, candy, bounce house, food and prizes. It is free, and all are invited. Kids are invited to wear their costumes. Call 940-683-4037.

MEMORIAL service for Harold Wiley, 88, of Bridgeport is 11 a.m. today at Pleasant View

onight at Hawkins-Bridgeport.

ptist Church in Bridgeport with burial at East Bridgeport Cemetery. Family visitation is 6-8







In-County Subscription - \$37 year

Zip Codes

Alvord 76225, Boyd 76023, Bridgeport 76426, Chico 76431, Decatur 76234, Newark 76071, Paradise 76073, Rhome 76078 Slidell 76267, Greenwood 76246

Out-of-County - \$43 year Out-of-State - \$49 year

(Digital access free with paid print subscriptions)

Digital Subscription - \$25 year



Subscription Order Form

NameAddress	YEARLY SUBSCRIPTIONS
CityStateZip	— □ \$37 In-County
Email:	— □ \$43 Out-of-County
Phone (h)(w)	— □ \$49 Out-of-State
Mail with check or money order to: Circulation Department	□ \$25 Digital
Wise County Messenger P. O. Box 149, Decatur, Tx. 76234	