

2017 | Media Kit



BEAUMONT
ENTERPRISE

BEAUMONT ENTERPRISE

**BEAUMONT
ENTERPRISE**
The biggest name in Southeast Texas News
BeaumontEnterprise.com

A HEARST NEWSPAPER - Published Daily
380 Main - P.O. Box 3071 - Beaumont, Texas 77704
PHONE (409) 880-0700 • FAX (409) 880-0717

PublisherMark Adkins
(409) 838-2898
Chief Revenue Officer.....Craig Hatcher
(409) 838-2838
Advertising Director Donna Valentine
(409) 838-2836

Retail Rates Net Rates

• Dollar Volume Annual Agreements

	Daily	Sun
Open.....	\$46	\$57
\$5,000.....	\$30	\$37
\$10,000.....	\$27	\$33
\$15,000.....	\$25	\$31
\$25,000.....	\$21	\$26
\$35,000.....	\$18	\$22
\$75,000.....	\$13	\$16
\$125,000.....	\$10	\$12
\$175,000.....	\$8	\$10
\$500,000.....	\$5	\$6

Pickup rates within 7 days of the original run date.

First pickup - 25%

2nd, 3rd, & 4th pickup - 35%

Mon. & Tue. pickup 50% Discounts apply to space and color

Net Color Rates	Daily	Sat - Sun
Spot Color.....	\$200.00	\$300.00
Full Color.....	\$300.00	\$400.00

• STANDARD FLIGHT PLAN

Flight Plan includes any 2 days in the Beaumont Enterprise plus the Sunday Beaumont Enterprise Extra!

	Price/In.	Color/In	Digital Buy \$300+
Open (within 7 days)	\$49	\$53	10% discount
2 weeks within 30 days	\$47	\$51	10% discount

Note: 2 weeks requires signed agreement

• FLIGHT PLAN PLUS!

Flight Plan include any 3-days in the Beaumont Enterprise plus the Sunday Beaumont Enterprise Extra!

	Price/In.	Color/In	Digital Buy \$300+
Open (within 7 days)	\$55	\$62	10% discount
2 weeks within 30 days	\$52	\$58	10% discount

Note: 2 weeks requires signed agreement

• BIG SOUTHEAST TEXAS BUY STANDARD FLIGHT PLAN

Flight Plan includes any 2 days in the Beaumont Enterprise, Sunday Beaumont Enterprise Extra!, Hardin County News, and Jasper Newsboy

	Price/In.	Color/In	Digital Buy \$300+
Open (within 7 days)	\$54	\$59	10% discount
2 weeks within 30 days	\$51	\$56	10% discount

Note: 2 weeks requires signed agreement

• BIG SOUTHEAST TEXAS BUY FLIGHT PLAN PLUS!

Flight Plan includes any 3 days in the Beaumont Enterprise plus the Sunday Beaumont Enterprise Extra!, Hardin County News, and Jasper Newsboy

	Price/In.	Color/In	Digital Buy \$300+
Open (within 7 days)	\$60	\$68	10% discount
2 weeks within 30 days	\$57	\$65	10% discount

Note: 2 weeks requires signed agreement

• FRONT OF SECTION ADVERTISING

Rate Pricing	1 time	13 times	26 times
Main News (full color)	\$1,000.00	\$600.00	\$500.00
Hardin Co. News / Jasper Newsboy	\$400.00	\$250.00	\$255.00
Sports (full color)	\$1,000.00	\$600.00	\$500.00

• Civic Rate - Must be a 501(3)c

Daily	Sun
\$33.58	\$41.66

• BIG IMPACT SOUTHEAST TEXAS BUY!

Beaumont Enterprise, Beaumont Enterprise Extra!, Hardin County News, Jasper Newsboy, Branded and Audited Editions of the Beaumont Enterprise

Ad Units	B.E.	B.E. Ext	HCN	JNB	TOTAL UNITS
FP	6	2	2	2	12
HP	6	2	2	2	12

	TOTAL Price	Price/Unit	14-Day Plus	Impressions
FP	\$11,751	\$979	\$12,001	50,000
HP	\$6,757	\$563	\$7,107	50,000

(within 30 Days)

BEAUMONT ENTERPRISE

National Rates

Gross Rates-Dollar Volume Annual Agreement

	RATES		BIG SOUTHEAST TEXAS BUY	
	Daily	Sunday	Daily	Sunday
Open	\$60.50	\$74.25	\$63.40	\$77.80
\$5,000	\$50.50	\$61.00	\$52.90	\$63.40
\$10,000	\$48.00	\$58.00	\$50.30	\$60.80
\$15,000	\$45.50	\$54.00	\$47.60	\$56.80
\$25,000	\$41.75	\$51.00	\$43.70	\$52.90
\$35,000	\$38.00	\$46.00	\$39.80	\$47.60
\$75,000	\$30.50	\$37.00	\$31.90	\$38.40
\$125,000	\$35.50	\$31.00	\$26.60	\$31.90
\$175,000	\$21.75	\$26.00	\$22.70	\$26.60
\$250,000	\$18.00	\$22.00	\$18.80	\$22.70
\$500,000	\$15.50	\$18.00	\$16.10	\$18.80

Pickup rates within 7 days of the original run date.

First pickup - 35%, 2nd 40%, 3rd or more 45%,

Full page discounts 20%, Discounts apply to space & color

COLOR	GROSS COLOR RATES (net)		BIG SOUTHEAST TEXAS BUY	
	Daily	Sunday	Daily	Sunday
Color	\$500	\$625\$550	\$675

(Rate is for Spot or Full Color) Can be grossed up

30-Day Dollar Volume (net)

\$10,000	\$24.80	\$30.30	\$25.99	\$31.76
\$15,000	\$23.40	\$28.20	\$24.54	\$29.60
\$20,000	\$21.30	\$26.10	\$22.38	\$27.43
\$35,000	\$19.30	\$23.40	\$20.21	\$24.54
\$75,000+	\$15.10	\$18.6	\$15.88	\$19.49

Preprinted Insert Rates

Rates are applicable for The Beaumont Enterprise and Hardin County News

Full Circulation Rate Chart						
Page Count	CPM (Cost Per Thousand)					
Runs	1-5x	6x	12x	24x	50x	75x
Single sheet (60 lb min.)	\$50	\$48	\$46	\$44	\$42	\$40
4-8 tab/4 std	\$65	\$60	\$57	\$54	\$44	\$42
6 std/10-12 tab	\$68	\$63	\$60	\$57	\$47	\$45
8 std/14-16 tab	\$71	\$66	\$63	\$60	\$50	\$48
10 std/18-20 tab	\$74	\$69	\$66	\$63	\$53	\$51
12 std/22-24 tab	\$77	\$72	\$69	\$66	\$56	\$54
14 std/26-28 tab	\$80	\$75	\$72	\$69	\$59	\$57
16 std/30-32 tab	\$83	\$78	\$75	\$72	\$62	\$60

*Additional size and volume rates available upon request

Sunday Market Coverage (SMC) is distributed to 26,100 high income households. Hardin County News and/or Jasper Newsboy. Maximum size is 10" x 11.5". Minimum size is 5.5" x 6".

Pre-print Shipment Instructions:

All inserts need to be shipped to the Houston Chronicle - 4799 Southeast Freeway, Houston, Texas 77027.

Receiving hours are Monday - Friday, 6 am to 6 pm, Saturday 7am to 1pm, Closed on Sundays & Holidays

Please call Don Day, 713-362-7171 with any questions regarding shipment.

Pre-Print Deadlines:

Weekday insertion must be received ten days prior to publication date.

Sunday insertion must be received 10 days prior to publication date.

BEAUMONT ENTERPRISE

Insert Express Program

Target your customers with a color flyer for less!

PRINTING & DISTRIBUTION

Insert Volume	Standard Message 8.5 x 11
8,000-16,000	\$60/M
16,001 - 26,000	\$50/M
26,001 - 100,000	\$43/M
100,001 - 250,000	\$35/M
250,001 - 350,000	\$30/M
351,000 - 499,999	\$28/M
500,000+	\$22/M

PRINTING - NO DISTRIBUTION

Insert Volume	Standard Message 8.5 x 11
10,000-19,999	\$49/M
20,000-29,999	\$45/M
30,000-49,999	\$40/M
50,000-99,999	\$32/M
100,000-149,999	\$28/M
150,000-199,999	\$25/M
200,000-499,999	\$22/M
500,000+	\$19/M

- The above prices include shipping & handling if going to the Houston packaging center
- Prices do not include shipping if going elsewhere
- 60lb #3 premium gloss paper
- Color 4/4
- Printing both sides available
- Includes a digital flip version for web publication
- Jumbo message plans for multiple pages are customer quote
- Note: Printing is done two times per month on the first Monday of the new calendar and on Monday two weeks later
- Custom quotes available on sizes larger than 8.5 x 11
- Bleeds Specs 9" x 11.5" Live area 7.88" x 10.38"
- Preprints can be inserted 14 business days after proof approval.

Political & Advocacy Rates

BIG SOUTHEAST TEXAS BUY

- Flight Plan includes Beaumont Enterprise, Beaumont Enterprise extra!, Hardin County News, & Jasper
- ROS Display
- Frequency Discount within 7-days pickup for 35% discount on 2nd ad

Daily \$ Col Inch	Sunday \$ Col Inch	Color \$ Col Inch
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\$36	\$44	\$10
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BIG ENTERPRISE PLUS!

- Flight Plan includes Beaumont Enterprise and Beaumont Enterprise extra!
- Frequency Discount within 7-days pickup for 30% discount on 2nd ad

Daily \$ Col Inch	Sunday \$ Col Inch	Color \$ Col Inch
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\$32	\$40	\$8
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BEAUMONT ENTERPRISE

- Flight Plan includes Beaumont Enterprise
- Frequency Discount within 7-days pickup for 25% discount on 2nd ad

Daily \$ Col Inch	Sunday \$ Col Inch	Color \$ Col Inch
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\$29	\$37	\$5
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ONLINE
ROS - \$10/M

Behavioral Targeting - \$15/M

VIP MAGAZINE

Full Page - \$1,500
1/2 Page - \$900
1/4 Page - \$517.50

BEAUMONT ENTERPRISE

Classified Advertising Rates

CLASSIFIED DISPLAY RATES

		Daily
Sunday		
Open.....	\$40.19	\$50.33
5,000	\$34.36	\$42.68
10,000.....	\$34.08	\$42.27
25,000.....	\$33.68	\$41.64
50,000.....	\$33.26	\$41.22
100,000	\$32.98	\$40.87
150,000	\$32.74	\$40.44
250,000	\$30.8	\$38.12

The advertising rates listed below pertain to advertising space sold within the classified pages of the Beaumont Enterprise. Any advertising to be published outside the classified section of The Beaumont Enterprise will be charged at the applicable retail rate.

Commercial Line Rates

Applies to commercial advertisers. Three line minimum.

Consecutive Publication	Per Line/Per Day- 3 line minimum
3 days.....	\$ 3.11
7 days.....	\$ 2.23
14 days	\$ 1.87
30 days	\$ 1.27

PRIVATE PARTY LINE RATES

Consecutive Publication	Per Line/Per Day- 3 line minimum
3 days.....	\$ 2.33
7 days.....	\$ 1.67
14 days	\$ 1.40
30 days	\$.95

PRIVATE PARTY DISPLAY RATE

Consecutive Publication	Per inch/Per day	
	Daily	Sunday
1"-64"	\$30.97	\$36.71
65"-129"	\$29.43	\$34.37
130"-186.75"	\$27.88	\$33.04

LEGAL LINE RATE

Per Line.....	\$2.63	\$3.16
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Employment Rates

DISPLAY RATE - LOCAL ADVERTISERS

Consecutive Publication	Per Inch Per Day
1 day	\$60.99
7 days	\$45.01
14 days	\$39.00
30 days	\$30.00

75% Off pickup in Wednesday or Thursday

Blind box reply - pickup charge \$17.00

mail held for up to 7 days after ad expires.

Blind box reply - mail charge \$33.00

DISPLAY RATE - LOCAL ADVERTISERS

Consecutive Publication	Per Inch Per Day
1 day	\$60.99
7 days	\$45.01
14 days	\$39.00
30 days	\$30.00

75% Off pickup in Wednesday or Thursday

Blind box reply - pickup charge \$17.00

mail held for up to 7 days after ad expires.

Blind box reply - mail charge \$33.00

mail held for up to 7 days after ad expires.

Color Rates for Display Advertising

One color \$350.00 Full color \$565.00

DISPLAY RATE - NATIONAL ADVERTISERS

Consecutive Publication	Per Inch Per Day
1 days.....	\$ 134.24
7 days.....	\$ 100.68
14 days	\$ 87.24
30 days	\$ 67.13

LINE RATE - LOCAL ADVERTISERS

Consecutive Publication	Per Line/Per Day - 3 line minimum
1 days.....	\$ 5.54
7 days.....	\$ 4.84
14 days	\$ 4.25
30 days	\$ 3.71

Blind box reply - pickup charge \$17.00

mail held for up to 7 days after ad expires.

Blind box reply - mail charge \$33.00

mail held for up to 7 days after ad expires.

LINE RATE - NATIONAL ADVERTISERS

Consecutive Publication	Per Line/Per Day - 3 line minimum
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BEAUMONT ENTERPRISE

Obituary Rates

\$4.25 per line placed through obit web remote
 \$5.25 per line placed through email or walk-in
 50% discount for each additional day
 \$79.50 Flat Fee - Self Service
 \$9.50 Flat Fee - Processed by Agent

<u>Publication</u>	<u>Day Deadline</u>
Monday	Sunday by 3:30 p.m.
Tuesday	Monday by 2 p.m.
Wednesday	Tuesday by 2 p.m.
Thursday	Wednesday by 2 p.m.
Friday	Thursday by 3 p.m.
Saturday	Friday by 2 p.m.
Sunday	Saturday by 11:30 p.m.

Paid obituaries may be sent to adobits@hearstnp.com
 E-mailed photos should be sent in a jpg format.
 Obit desk, Saturday, Sunday & Holiday
 phone number is (409) 880-0716
www.legacy.com/beamontenterprise/Obituaries

In Memory

\$2.35 Daily Rate per line
 \$2.85 Sunday Rate per line
 \$32.90 Photo

BEAUMONT ENTERPRISE *extra!*

Beaumont Enterprise extra! is distributed to 26,100 non-subscribing households. This weekend distribution is targeted to the highest income zip codes.

Rates:

Full Page	\$ 2,490
1/2 Page	\$ 1,260
1/4 Page	\$ 630
1/8 Page	\$ 300

THE HARDIN COUNTY NEWS

TheHardinCountyNews.com

The Hardin County News is a weekly newspaper dedicated to news & Information in Hardin County each week. 12,000 copies are distributed single copy sales, non-subscriber & Beaumont Enterprise subscribers in Hardin County.

Open	\$10.00
\$500	\$9.80
\$1,500	\$9.50
\$3,000	\$9.00
\$5,000	\$8.60
\$10,000	\$8.00
Pickup from Enterprise	\$8.00

<u>Birthday Ad & Birth Announcement.....</u>	<u>\$24.00 1 col x 3"</u>
<u>Business Directory</u>	<u>\$7.00 in / 4 weeks</u>
<u>Classified Line Ads</u>	<u>\$6.00 up to 20 words</u>
	<u>\$0.25 a word after</u>

<u>Legal Line Ads</u>	<u>\$1.15 per line</u>
<u>Obituaries</u>	<u>\$1.85 per line</u>

Frequency Rate

<u>4 Weeks</u>	<u>\$8.00 pci</u>
<u>8 Weeks</u>	<u>\$7.75 pci</u>
<u>13 Weeks</u>	<u>\$7.50 pci</u>
<u>26 Weeks</u>	<u>\$7.25 pci</u>
<u>52 Weeks</u>	<u>\$6.90 pci</u>

Color Rates

<u>Spot Color</u>	<u>\$85.00</u>
<u>2 Spot Color</u>	<u>\$110.00</u>

<u>Full Color</u>	<u>\$185.00</u>
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BEAUMONT ENTERPRISE



Cat 5 is a weekly entertainment magazine distributed full run in the Thursday Beaumont Enterprise & key locations in Southeast Texas.

Ad size	Monthly Frequency				
	1x	4x	13x	26x	52x
Full pg	\$1,700	\$1,500	\$1,300	\$1,100	\$900
1/2 Pg V	\$1,000	\$800	\$700	\$600	\$550
1/2 Pg H	\$1,000	\$800	\$700	\$600	\$550
1/4 Pg	\$500	\$400	\$300	\$250	\$200
1/8 Pg	\$250	\$200	\$150	\$125	\$100

RESTAURANT PROGRAM *

Ad size	Monthly Frequency			
	1x	2x	3x	4x
Full pg	\$1,100	\$825	\$715	\$495
1/2 Pg	\$605	\$454	\$393	\$272
1/4 pg	\$348	\$261	\$226	\$157
1/8 pg	\$205	\$154	\$133	\$92

Ad size	3-Month Frequency			
	1x	2x	3x	4x
Full pg	\$800	\$600	\$520	\$360
1/2 Pg	\$440	\$330	\$286	\$198
1/4 pg	\$253	\$190	\$164	\$114
1/8 pg	\$149	\$112	\$97	\$67

RESTAURANT PROGRAM PLUS! *

Ad size	Monthly Frequency			
	1x	2x	3x	4x
Full pg	\$1,425	\$1,069	\$926	\$641
1/2 Pg	\$784	\$588	\$509	\$353
1/4 pg	\$451	\$338	\$293	\$203
1/8 pg	\$266	\$199	\$173	\$120

Ad size	3-Month Frequency			
	1x	2x	3x	4x
Full pg	\$1,175	\$881	\$764	\$529
1/2 Pg	\$646	\$485	\$420	\$291
1/4 pg	\$372	\$279	\$242	\$167
1/8 pg	\$219	\$164	\$143	\$99

NOTE: Frequency is per month for 3 months. Restaurant Plus! includes the Beaumont Enterprise, Sunday Beaumont Enterprise Extra! and Hardin County News

PREMIUM AD POSITIONS

Ad Size	Monthly Frequency			
	1x	2x	3x	4x
Pg2 -Full Pg (Color Inc)	\$2,200	\$1,650	\$1,430	\$990
Pg3 -1/3 V (Color Inc)	\$880	\$660	\$572	\$396
Back Page (Color Inc)	\$2,000	\$1,500	\$1,300	\$900
Inside Back (Color Inc)	\$2,000	\$1,500	\$1,300	\$900

Cat 5 Rich Media				
Front Pg Peel Back	\$600	\$550	\$400	\$300
Front Pg Billboard	\$1,400	\$1,200	\$1,000	\$900

Cat 5 DIGITAL (add to any Cat 5 print package)

\$99 - 25,000 Impressions on BeaumontEnterprise.com

BEAUMONT ENTERPRISE



VIP of Southeast Texas Magazine is an upscale lifestyle magazine published each month for high income households.

17,300 PAID copies home delivered with the Beaumont Enterprise

2,000 copies delivered via the Enterprise e-edition

3,500 copies in retail rack locations

22,800 TOTAL COPIES 128% INCREASE IN DISTRIBUTION 100% INCREASE IN PAID COPIES

VIP ADVERTISING RATES

	1x	6x	9x	12x
FP	\$1,840	\$1,564	\$1,333	\$999
HP	\$1000	\$850	\$723	\$614
QP	\$700	\$595	\$506	\$430

Premium Full Page Ad Units

	1x	3x	9x	12x
Inside Front (p.2)	\$1,955	\$1,760	\$1,466	\$1,173
Page 3	\$2,645	\$2,381	\$1,984	\$1,587
Page 5	\$2,070	\$1,863	\$1,553	\$1,242
Center Spread	\$3,900	\$3,510	\$2,925	\$2,340
Inside Back	\$1,700	\$1,530	\$1,275	\$1,020
Back Page	\$3,200	\$2,880	\$2,400	\$1,920

VIP Fab Finds

1x	3x	9x	12x
\$220	\$190	\$140	\$99

- FP units include 50,000 impressions on beaumontenterprise.com
- HP units include 25,000 impressions
- Discounts require signed contracts
- Contracts must be for the same size each run - 15% upgrade fee to change sizes

BEAUMONT ENTERPRISE

E Tearsheets

We provide same-day, third-party certified PDF tearsheets of our newspaper ads for proof of publication. You can view and save esheets for filing. www.etearsheets.com

Creative Services

We provide advertising layout by professional artists as a service to our advertisers. All artwork, layouts or other material created by the Beaumont Enterprise in connection with the publication of any advertisement, whether at the specific direction of the advertiser, the agency, or as made necessary to conform to the advertising copy to specifications of the Beaumont Enterprise shall belong solely to The Beaumont Enterprise. It is specifically agreed

between The Beaumont Enterprise and the advertiser that all copy-right or similar rights in such artwork, layout, or similar material shall belong to The Beaumont Enterprise.

General Policy

- a. All advertising accepted is subject to the approval of the Publisher. Publisher shall have the right to reject, in whole or in part, or to cancel any advertisement without notice.
- b. The Beaumont Enterprise reserves the right to insert the word "Advertisement" on all ads.
- c. Signed advertising agreements will exist only between the advertiser and the newspaper. The advertiser is responsible for payment to the newspaper when advertising is placed by an advertising agency.
- d. The advertiser and its agency, each represent that it is fully authorized and licensed to use all copy submitted for publication, and that the advertiser and its agency each agree to indemnify and hold harmless The Beaumont Enterprise against all loss, liability, damage and expense of what so ever nature arising out of copying, printing or publishing of such advertisement.
- e. The Beaumont Enterprise will not be bound by any conditions appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in its Rate Card or with it's policies.

Political Rates

ROP rates apply. Cash in advance is required on all political ads. Political ads must carry name and address of person(s) or committee responsible for advertisement. The advertisement must include the following: Paid political advertising by whom. Statement must include an individual(s) name, person(s) or organization(s). Space and copy deadlines must be adhered to. No late political advertising will be accepted. Political advertising subject to approval.

Contract & Copy Regulations

The Publisher shall not be liable for any error in published advertising unless an advertising proof is requested and clearly marked for correction. Requests and copy must meet proof deadlines. If the error is not corrected by the Publisher, the Publisher's liability, if any, shall not exceed the space occupied by the error. Further, the Publisher shall not be liable for any omission of an advertisement ordered to be published. On request, the Publisher will reschedule and run the omitted advertisement at advertiser's cost. All claims for adjustment must be made within thirty days of publication date. In no case shall the Publisher be liable for any general, special or consequential damages, or assume liability for any difference if goods or services are sold at incorrect prices.

Position of an advertisement is not guaranteed.

Acceptance:

The Beaumont Enterprise reserves the right to revise, reject or cancel any advertising for any reason at any time. The advertising columns of the Publisher are an integral part of the total publication and the Publisher shall exercise complete control over those columns. All orders are subject to publisher's acceptance at Beaumont, Texas. All advertisements are accepted and published by the publisher upon the representation that the advertiser and/or advertising agency are authorized to publish the entire contents and subject matter thereof. Advertiser and the advertising agency warrant that the advertiser owns all rights in and to the copyrights, and that the advertisements containing the names, pictures, and/or testimonials of persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the advertiser and/or advertising agency that they obtained the written consent for the use in the advertisement of the name, picture and/or testimonial of any such person or the consent of the administrator, executor, heirs, or assigns. In consideration of the Publisher's acceptance of any advertisements for the publication, the advertising agency and advertiser shall, jointly and severally, indemnify and save the Publisher harmless from any loss or expense, including without limitation reasonable attorney's fees, resulting from claims or suits based upon the contents or subject matter of such advertisements, including without limitation claims or suits for libel, violation of right of privacy, plagiarism, and copyright infringement. The term (advertising agency) as used in this Rate Card refers to any individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with the Publisher under the terms of this Rate card, furnish and prepay transportation and import charges on all printing materials submitted, and process prompt payment. Waivers by Advertiser:

It is specifically understood and agreed that Publisher disclaims and advertiser waives any and all express and implied warranties. This waiver by advertiser is a condition for the acceptance of any advertising by the Publisher.

BEAUMONT ENTERPRISE

Limited Liability:

The Publisher shall not be liable for failure to publish or distribute all or any part of any issue because of labor disputes, accidents, fires, acts of God or any other circumstances beyond the Publisher's control. In the event that the Publisher otherwise fails to publish the advertisement or advertising material submitted for publication, or if the advertisement or advertising material as published contains errors or omissions, Publisher's liability shall be limited to the amount charged the advertiser in connection with the service of providing advertising space or other services provided by the Publisher. This limitation of the amount of any liability shall apply even if the failure to publish or any errors or omissions result solely from the fault of the Publisher. In no event shall Publisher be liable for any consequential damages, lost profits, lost business, or any damages of any nature other than the return of charges made to the advertiser in connection with the acceptance of the material. Publisher will not be responsible for more than one incorrect insertion of any advertisement and liability shall be limited to that portion of the advertisement affected by the error. Ads accepted after published deadline are at the advertiser's risk. No credit will be issued for any errors which occur in these late ads. Publisher's liability is limited in all cases to the return of the charges made for the advertising. This limitation on liability is a condition for the acceptance of any advertising by the Publisher.

All claims for errors and adjustments must be made within thirty days.

Copyright:

Advertising agencies and advertisers seeking copyright protection must include their copyright notice in their advertisements.

Proofs:

If the advertiser or advertising agency approves any proof copy of advertising, Publisher shall not be liable for the return of any charges made in connection with that publication if the publication contains errors or omissions. No proofs will be shown on the advertising materials submitted after the Publisher's deadlines. Advertisements of any size may be proofed by e-mail.

Rates:

The Publisher reserves the right to revise any and all rates at any time.

Brokered Advertising:

The Publisher deals directly and individually with its local advertisers and does not accept local brokered advertising.

Other:

All advertisements of more than 19 inches in depth will be billed as 20.75 inches.