

SERVING SAN MARCOS FOR OVER 109 YEARS

San Marcos Daily Record

109TH YEAR NO. 12

\$1.50

SUNDAY, JANUARY 17, 2021

SANMARCOSRECORD.COM

Vaccine rollout remains slow in Hays County

County officials discuss plans to distribute COVID-19 vaccines, await further dose allocation from state

NICK CASTILLO
MANAGING EDITOR

Hays County Director of Public Health Tammy Crumley called the current

COVID-19 vaccine rollout "frustrating" during a Facebook Live event Friday.

COVID-19 vaccine rollout remains slow with only 300 doses allocated to Hays

County. But officials, including County Judge Ruben Becerra, Emergency Management Coordinator Alex Villalobos, Emergency Services Director

Mike Jones and Crumley, attempted to quell public concerns and answer questions regarding vaccine rollout during Friday's live-streamed event.

"We are working individually on getting out our COVID vaccine plan," Crumley said. "We are waiting for the state to provide us those vaccines.

We have received our approval from the state weeks ago. We still have not received more than our 300 allocation. We are prepared to start administering those to our 1B population. We are anxiously awaiting for more. We have been waiting for weeks to provide those to the public... It's very frustrating as a local health

department not to be able to provide that to the public. But that is unfortunately where we're at right now."

With limited supply received from the state, Hays County is directing residents to discuss vaccine options with their medical

SEE VACCINE PAGE 8A

OUR COMMON THREAD

New downtown mural highlighting community diversity unveiled



San Marcos news and advertising source or over 108 years, in print, online, we keep you informed. We offer advertising plans to fit any business, large or small. The San Marcos Daily Record has the answer for your business.

**MEDIA
BUYER KIT
2021**



The 87th Texas Legislative session began Tuesday. Above, visitors wait to enter the Texas Capitol during the 86th legislative session. *Daily Record file photo*

Zwiener cites virus, education, healthcare as biggest challenges facing legislative session

any previous time. "This pandemic is not with a whimper, with a bang," Texas State Rep. Zwiener expects the session to be more dangerous now than it was previously and going to

San Marcos Daily Record

sanmarcosrecord.com

512.392.2458

1910 IH 35 South, San Marcos TX 78666

San Marcos Daily Record

Rate Card • Effective January 1, 2021

Publish Dates: Tuesday - Friday • Sunday Mornings
P.O. Box 1109, San Marcos, TX 78667 or 1910 IH 35 South, San Marcos, TX 78666
Phone: 512.392.2458 • Fax: 512.392.4655 or 512.392.1514

MANAGING STAFF

Lance Winter - Publisher
Nick Castillo - Editor
Marcy Holt - Advertising Director

LOCAL DISPLAY RATES

*All retail rates are noncommissioned - Per calendar month

| | DAILY | SUNDAY |
|----------------|------------------------------|-------------------------|
| OPEN RATE | \$10.00 per column inch..... | \$12.00 per column inch |
| 30-125 inches | \$8.20 per column inch..... | \$9.00 per column inch |
| 126-251 inches | \$7.50 per column inch..... | \$8.00 per column inch |
| 252+ inches | \$7.00 per column inch..... | \$7.50 per column inch |

NATIONAL DISPLAY RATES*

| DAILY | SUNDAY |
|-------------------------|-------------------------|
| \$11.70 per column inch | \$12.95 per column inch |

*Fifteen percent commission to recognized agencies only. All other rates on this card are net.

FREQUENCY DISCOUNTS*

- Repeat black & white retail advertisement within a seven-day period of the initial insertion and take advantage of substantial savings at a pickup rate of \$5.00 per column inch.
No copy changes. No other discounts apply.

**Frequency
Builds
Results**

NON-PROFIT 501(a)(3)

This rate is available to Not-for-profit organizations with have a 501(a)(3) tax-exempt status. Regular frequency discounts apply. Not-for-profit organizations that do not have a 501(a)(3) status may qualify for the charity rate. Businesses that sell services are not included. Prior approval needed. Rate \$8 per column inch.

POLITICAL ADVERTISING RATES

\$9.00 per column inch (paid in advance)

COLOR RATES

| | |
|---------------------------|----------|
| Black and ONE Color..... | \$100.00 |
| Black and TWO Colors..... | \$150.00 |
| Full Process Color..... | \$250.00 |

FRONT PAGE FOOTER RATES*

Sunday \$300.00 • \$225.00 Weekday • Sports \$150.00 • Neighbors \$90.00
(One advertiser per day)

RETAIL ADVERTISING DEADLINES:

2 Business days prior to publication • Hill Country Record: NOON Friday • TV Magazine: NOON Wednesday

Combo discount rates available Contract rates available

CLASSIFIED DISPLAY RATE

SUNDAY OPEN RATE: \$11.00 pci • Sunday & weekday combo \$10.50 pci

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

WEEKLY CLASSIFIED DISPLAY RATE

Sunday: \$10.50 • 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 • Contact SMDR for web ad rates.

CLASSIFIED BUSINESS & SERVICE DIRECTORY

A 2 Column x 2 inch ad which includes any artwork and/or logos for \$149.00 per month. Ads in the Business & Services Directory run every issue day. Also includes the San Marcos Daily record web site www.sanmarcosrecord.com and includes the Hill Country Record.

CLASSIFIED ADVERTISING DEADLINES

Weekdays: 10 a.m. business day prior to publication. • Sundays: 11:00 a.m. Friday.

PRE-PRINT RATES

Preprints are billed per thousand based on quantity received

| TAB PAGES | CIRCS UNDER | CIRCS OVER | PRE PRINT GUIDELINES |
|--------------|-------------|------------|---|
| SINGLE SHEET | 4,000 | 4,000 | • Inserts can appear any day except Monday or Saturday (based on availability) |
| 4 | \$44.00 | \$42.00 | • Inserts should be reserved 15 days prior to Sunday distribution and be in house 10 days prior. Daily inserts should be reserved 10 days prior and be in house seven days prior to daily distribution. |
| 8 | \$59.00 | \$58.00 | • Pack and band inserts on skids convenient for handling, 2,000 pounds or less per skid. |
| 12 | \$61.00 | \$59.00 | • Cancellation must be received 12 days prior to insertion date |
| 14 | \$65.00 | \$63.00 | • Deliver to Mailroom supervisor. 1910 IH-35 South, San Marcos, TX 78666 |
| 16 | \$70.00 | \$71.00 | • Receiving hours: 8 a.m. to 4:30 p.m. Monday through Friday |
| 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

COLOR X-PRESS INSERTS

Rates are based on cost per thousand and include design, production, printing and distribution. Reserve 21 days prior to publication.

★ Add \$150 set up fee for orders less than 10,000

**SINGLE
SHEET
8.5" x 11"**
as low as
\$65
per 1,000

FRONT PAGE NOTES

Rates are based on cost per thousand and include design, production, printing and distribution. Reserve 21 days prior to publication. **Copy changes \$200 per change**

1 Color \$103.00
2 Colors \$111.00
3 Colors \$116.00

★ Add \$150 set up fee for orders less than 10,000

CIRCULATION

Our coverage area includes: San Marcos, Wimberley, Kyle, Maxwell & Martindale, Texas

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 proper 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 reserves the right to revise or reject, at his 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.

Web Advertising Rates

Quoted prices for web ads are on a per month basis, unless otherwise specified.

Camera Ready ads must be submitted in the size specified on the ad list. They must be 72 dpi, RGB, Accepted formats are JPEG, GIF and PNG.

- ★ Website Topper (Above Mast head) 1200pi X 200pi \$1,000
 - 1 Leaderboard (Above or below Mast head) 728pi X 90pi \$250
 - Footer (bottom of pg): 728pi X 90pi \$100
 - 2 Content position: 600pi X 74pi \$150 (below Features or News or Sports)
 - 3 Skyscraper: 300pi X 600pi \$250
 - 4 Big Box: 300pi X 250pi \$250
 - 5 Weather Sponsor: 300pi X 100pi \$125 (below or above weather)
- Content position for Obit or Sports page ONLY
- Below Menu bar 728pi X 90pi \$200
 - Above Accordion Block 300pi X 250pi \$200

Home Page Takeover Frame Includes Masthead Leaderboard 728x90 (Below Masthead), Footer Leaderboard 728x90 (at the bottom of the page) and Sidebar rails (Left & Right side).


\$500 Per Month

Ad runs below Masthead

Pencil 960pi X 45pi

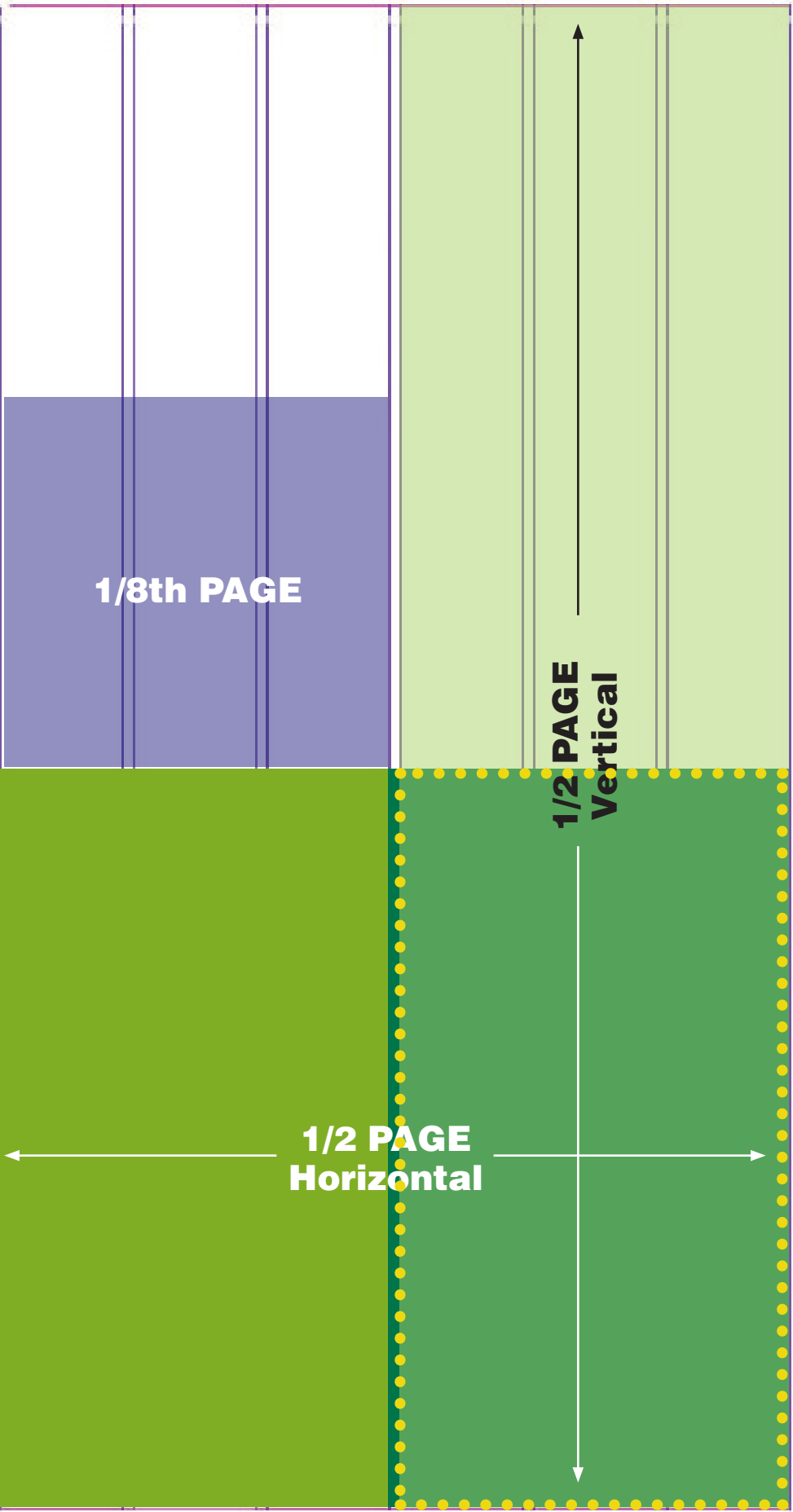
Sliding Billboard*: \$100 per day

Landing 960pi X 300pi



*Position scheduled daily.based on availbilty.

San Marcos Daily Record



Position sizes not to scale

- Full Page: 11" x 21"
- 1/2 Page Horizontal: 11" x 10.5"
- 1/2 Page Vertical: 5.471"x21.5"
- 1/4 Page 5.471" x 10.5"
- 1/8th Page 5.471" x 5"