

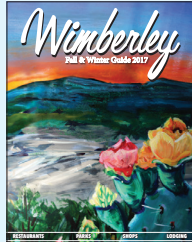
The Wimberley View

41st Year No. 39

Thursday, September 28, 2017

\$1.00

A PEEK INSIDE



WIMBERLEY
VISITORS GUIDE
INSIDE



TEXANS
WIN IN THRILLER
PAGE 12

Census says Wimberley is changing

Dalton Sweat
Editor

This is part one of a two part series that looks into a recent study by the U.S. Census Bureau. Part one will focus on the city of Wimberley and part two will look at the city of Woodcreek.

The U.S. Census Bureau can't seem to decide if the city of Wimberley's population is growing or shrinking. A five-year study that was recently released shows a population estimate for the city in 2015 that is 17 people fewer than in 2010,

but the number fluctuated up and down every year in between.

The study compares demographic, social, economic and housing characteristics for each community in the nation from 2010 to 2015. It is important to note that these are estimates and many of the statistics that follow come with a rather large margin of error given the small size of the city of Wimberley. These stats reflect only those within the city limits and do not include any unincorporated areas. Also, it is tough to tell statistically how much

the floods of 2015 impacted these numbers.

DEMOGRAPHICS

In 2010, the U.S. Census estimated that the city of Wimberley had 2,645 residents. While that number fluctuated as high as 2,661 in 2011, the most recent estimate says 2,625 people live within the city limits.

The city's median age has also dropped from 58.1 years old to 54.6 years old showing that the community is getting a bit younger. Generally speaking, females have outnumbered males on a pretty consistent margin with females mak-

ing up around 54 percent of the population locally.

In 2010, Wimberley was 94.5 percent "White alone" with Hispanic or Latino making up about 4.7 percent of the population with 123 residents. In 2015, the number of Hispanic or Latinos increased to 324 making up 12.3 percent. Almost all Hispanic or Latinos were listed as Mexican with a few from other countries. In 2010, there were no Black or African Americans listed within the city of Wimberley. In 2015, that number increased to six, but the margin of error for the

category is plus or minus eight. Native Americans accounted for 52 people while White alones made up 84.4 percent of the city's population in 2015.

SOCIAL

The average household size within the city of Wimberley is 2.34 people in 2015, up from 1.97 in 2010. Households with children under the age of 18 increased from 204 in 2010 to 252 in 2015.

The number of married males within the city dropped from 769, which

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County budget, tax rate finalized

Robin Blackburn
Staff Reporter

Hays County Commissioners have approved the budget and tax rate for the upcoming fiscal year.

The commissioners court held a public hearing on the budget at 1 p.m. Tuesday and made final adjustments before approving it. Commissioners then voted to ratify the property tax

increase reflected in the county staff for putting in the long hours and hard work necessary to formulate a budget.

Precinct 3 Commissioner Will Conley thanked the county staff for putting in the long hours and hard work necessary to formulate a budget.

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uation – is broken down into three categories: 27.66 cents will go toward general maintenance and operations, 12.46 cents will go toward general debt, and 4.38 cents will go toward road and bridge maintenance and operations. The 2018 budget will raise about \$4.9 million more in property tax revenue than last year's budget.

Precinct 3 Commissioner Will Conley thanked the county staff for putting in the long hours and hard work necessary to formulate a budget.

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Wimberley's news and advertising source, in print, online, we keep you informed. We offer advertising plans to fit any business, large or small. The Wimberley View has the answer for your business.

**MEDIA
BUYER KIT
2019**

The Wimberley View

wimberleyview.com

512.847.2202

P.O. Box 49, Wimberley, TX 78676

The Wimberley View

Rate Card • Effective January , 2019

Publish Dates: Thursday Mornings

**STAFF: Dalton Sweat – General Manager • Marcy Holt - Advertising Director
Susan Sisson - Advertising Sales
Taffy Baker - Customer Service**

**P.O. Box 49, Wimberley, TX 78676
Phone: 512.847.2202**

LOCAL DISPLAY RATES

*All retail rates are noncommissioned - Per calendar month

OPEN RATE	\$13.00 per column inch
5-29 inches	\$10.00 per column inch
30-125 inches	\$8.25 per column inch
126-251 inches	\$7.50 per column inch
252+ inches	\$6.25 per column inch

NATIONAL DISPLAY RATES*

\$13.00 per column inch

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

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
Full Process Color.....	\$250.00

FOOTER RATES*

Front Page Sunday \$150.00
(One advertiser per edition)

Combo discount rates available Contract rates available

CLASSIFIED DISPLAY RATES

1X = \$13.00 pci; 2X= \$9.00; 3x= \$8.00; 4X= \$7.00

CLASSIFIED BUSINESS & SERVICE DIRECTORY

A 2 Column x 2 inch ad which includes any artwork and/or logos for \$100.00 per month.

Ads in the Business & Services Directory run every issue day.

Also includes the www.wimberleyview.com site.

PRE-PRINT RATES

Preprints are billed per thousand based on quantity received

TAB PAGES

SINGLE SHEET	\$60.00
4 - 8	\$65.00
12 - 14	\$70.00
16	\$75.00
20	\$80.00
24	\$85.00
28	\$92.00
32	\$98.00
36	\$103.00
40	\$109.00
44	\$115.00
48	\$118.00
Over 48	Please call for rates

PRE PRINT GUIDELINES

- Inserts can appear any day except Monday or Saturday (based on availability)
- Inserts should be reserved 15 days prior to Thursday 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.
- Pack and band inserts on skids convenient for handling, 2,000 pounds or less per skid.
- Cancellation must be received 12 days prior to insertion date
- Deliver to: Mailroom Supervisor, 1910 IH-35 South, San Marcos, TX 78666
- Receiving hours: 8 a.m. to 4:30 p.m. Monday through Friday

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
\$125
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

ADVERTISING DEADLINES:

By 5:00 PM on the Friday prior to publications

CIRCULATION

Our coverage area includes: Wimberley

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 The Wimberley View reserves the right to edit, alter or omit any advertisement. Advertisements are conditionally accepted by the The Wimberley View, subject to approval by the management. The The Wimberley View 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 The Wimberley View using artwork and/or typography furnished or arranged by us, shall be the property of The The Wimberley View. No such ad or any part thereof may be reproduced without proper consent of the The Wimberley View. **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.

ROP page Sizes

(Sizes not to scale)

Full Page
11" x 21"

1/8th Page
5.471" x 5"

**Half
Page
Horizontal**
11" x 10.5"

**Quarter
Page**

5.471" x 10.5"

