

FORNEY MESSENGER

Publisher of Kaufman County's Oldest Newspaper • Since 1896

P. O. Box 936
201 W. Broad St.
Forney, Texas 75126

CARY L. GRIFFIN
President

972-564-3121
Fax: 972-552-3599

E-mail Advertising: messengerads@sbcglobal.net
www.forneymessengerads.com

Dear Advertiser,

Thank you for your interest in advertising in the Messenger. Our newspaper is a weekly that is published every Thursday. It is independent and covers mostly events that are local to Forney or which impact Forney residents in a significant way. Our circulation is approximately 3,600.

Our open rate is **\$4.50 per column inch, non-commissionable**. A copy of our ad rate card is being sent with this letter, along with a sheet showing all of our usual ad sizes and costs, our special sections offered throughout the year and rates for advertising on our web site.

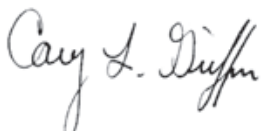
We publish a broadsheet page in the six-column Standard Advertising Unit (SAU) format. One SAU column is approximately 1.667 inches wide. The space between columns is 3/4 of a pica, or slightly less than 1/8 inch. A two-column SAU ad would measure about 3.458 inches in width. Display ads on our classified pages are the same size as those on other pages, and the rate per column inch is the same.

Our deadline for all display advertising is 4 p. m. on the Tuesday immediately prior to your desired publication date.

We hope to hear from you soon. Please don't hesitate to contact us if you desire any further information. Thank you.

Sincerely,

Jennie Moore, Assistant Editor



Cary L. Griffin, Publisher

WEEKLY DISPLAY and INSERT AD RATES

Effective October 1, 2012

Rates are noncommissionable

DISPLAY AD RATES

Size \$4.50 per column inch
1 pg.\$567.00 (includes color)
1/2 pg.\$284.00
1/4 pg.\$142.00
1/8 pg.\$75.00

FRONT PAGE DISPLAY RATE

6 month contract
\$35.00 per week
Limited to available space.
Can be placed on waiting list

FRONT PAGE SECOND SECTION

6 month contract
\$30.00 per week
Limited to available space.
Can be placed on waiting list

INSERT RATES

Quantity required per issue: 3,600
8¢ ea.....\$288.00

BUSINESS DIRECTORY ADS

6 month contract
\$7.00 per square / per week
Limited to available space.
Can be placed on waiting list.

CLASSIFIED ADVERTISING

\$8.00/25 words, paid in advance

LEGAL NOTICES

\$50 per week (standard notices)

OBITUARIES

\$50 without photo less than 2x5 in length
\$55 with photo less than 2x5 in length
\$80 without photo more than 2x5 in length
\$90 with photo more than 2x5 in length

COLOR

\$75 charge to add color to any size ad
(exception on Full Page ads)

Please contact Jennie Moore
for further information regarding
your advertising needs.
She can be reached by phone at
972-564-3121 or by email at
messengerads@sbcglobal.net

Published one time weekly
on Thursday

Circulation:.....3,600

Deadline: Tuesday 4 p.m. of the week ad is to run
Web Deadline: Wednesday 4 p.m.

Statements must be paid in full or a 5% service charge will be added to the unpaid balance.

Page Column Widths

1 Column: 1.667" 4 Columns: 7.042"
2 Columns: 3.458" 5 Columns: 8.833"
3 Columns: 5.25" 6 Columns: 10.625"

PLEASE READ CAREFULLY

NEW POLICY FOR ALL ADVERTISERS - Effective May 1, 2003

Any advertiser accumulating collectibles that are 90 days or more overdue by the first working day of any calendar month, and who has not attempted to make payment by the first working day of the immediately following month, shall forfeit its advertisement in the Forney Messenger and shall immediately become responsible for the entire amount due plus any accumulated interest and collection costs. However, the advertisement may be reinstated upon full payment of the amount due.

Weekly Ad sizes and rates

At \$4.50 per column inch - Effective October 1, 2012

2-COLUMN ADS

Columns Wide X Inches Deep

2 x 2.....	\$18.00
2 x 3.....	\$27.00
2 x 4.....	\$36.00
2 x 5.....	\$45.00
2 x 6.....	\$54.00
2 x 7.....	\$63.00
2 x 8.....	\$72.00
2 x 9.....	\$81.00
2 x 10.....	\$90.00
2 x 11.....	\$99.00
2 x 12.....	\$108.00

3-COLUMN ADS

Columns Wide X Inches Deep

3 x 2.....	\$27.00
3 X 3.....	\$41.00
3 X 4.....	\$54.00
3 X 5.....	\$68.00
3 X 6.....	\$81.00
3 X 7.....	\$95.00
3 X 8.....	\$108.00
3 X 9.....	\$122.00
3 X 10.....	\$135.00
3 x 11.....	\$149.00
3 x 12.....	\$162.00

4-COLUMN ADS

Columns Wide X Inches Deep

4 x 2.....	\$36.00
4 x 3.....	\$54.00
4 x 4.....	\$72.00
4 x 5.....	\$90.00
4 x 6.....	\$108.00

4 x 7.....	\$126.00
4 x 8.....	\$144.00
4 x 9.....	\$162.00
4 x 10.....	\$180.00
4 x 11.....	\$198.00
4 x 12.....	\$216.00

5-COLUMN AD

Columns Wide X Inches Deep

5 x 2.....	\$45.00
5 x 3.....	\$68.00
5 x 4.....	\$90.00
5 x 5.....	\$113.00
5 x 6.....	\$135.00
5 x 7.....	\$158.00
5 x 8.....	\$180.00
5 x 9.....	\$203.00
5 x 10.....	\$225.00
5 x 11.....	\$248.00
5 x 12.....	\$270.00

6-COLUMN ADS

Columns Wide X Inches Deep

6 x 2.....	\$54.00
6 x 3.....	\$81.00
6 x 4.....	\$108.00
6 x 5.....	\$135.00
6 x 6.....	\$162.00
6 x 7.....	\$189.00
6 x 8.....	\$216.00
6 x 9.....	\$243.00
6 x 10.....	\$270.00
6 x 11.....	\$297.00
6 x 12.....	\$324.00

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Special Advertising Opportunities

January:

Martin Luther King Day \$50 per square
 Fall Sports Banquet Supplement..... 1/2 pg. \$50; Full pg. \$100

February:

Valentine's Day \$50 per square
 Chamber Banquet Promotion Supplement..... 1/2 pg. \$50; Full pg. \$100

March/April:

Easter Coloring Supplement..... \$50 per panel
 Spring Improvement Supplement \$50 per square

Spring Medical Directory..... Prices vary

May:

Graduation Supplement..... \$50 up to full page w/color \$504
 National Teacher Day \$50 per square

June:

Flag Day (last issue prior to June 14) \$50 per square

July:

Independence Day (Last week in June or first week in July)..... \$50 per square
 FISD School Supplies..... \$50 per square

August:

FISD Introduction Supplement 1/2 pg. \$50; Full pg. \$100
 Fall Football Supplement (**Must run entire play period - min. 10 weeks**) .. \$20 per square

September:

September 11 Tribute..... \$50 per square

Fall Medical Directory..... Prices vary

October:

Fire Prevention Week (Saluting the Forney Fire Dept.) \$50 per square
 Homecoming \$50 per square
 Halloween \$50 per square
 Breast Cancer Awareness..... \$50 per square

November:

Thanksgiving \$50 per square
 Veterans Day \$50 per square

December:

Christmas Supplement..... \$45 up to full page w/color \$504
 New Year's \$50 per square