



RAINBOW RHYTHM DAYLILIES PAGE 5



TIGER SPORTS UPDATES PAGE 4



MEET LAURA MILNER, CTE EDUCATOR PAGES 8

Dripping Springs Century News

31st Year No. 2

January 14, 2021

drippingspringsnews.com

75 cents

Mobile healthcare truck in Dripping Springs

Steffany Duke Editor

As the COVID-19 vaccine rollouts continue in Texas, one Dripping Springs company is hitting the pavement to deliver as many vaccines as possible to their neighbors. Through its mobile vaccination clinic, First Medical Response of Texas (FMR) has been able to administer nearly 400 vaccines in Dripping Springs



The Mobile Health Truck arrives in Dripping Springs. PHOTOS SUBMITTED BY EDWIN REYES



Above left: Owner of First Medical Response, Edwin Reyes, receives a shipment of Moderna vaccines. Center: Phoenix Jackson prepares Moderna vaccines, pictured on right.



SEE VACCINE PAGE 2

Winter storm blankets Dripping Springs, Hill Country with snow

Steffany Duke Editor

Today's winter storm blankets the Texas Hill Country area with snow. Since the storm hit, according to the National Weather Service, Dripping Springs residents waited in the snow for hours.

Rising COVID-19 hospitalizations trigger capacity limit rollbacks under governor's orders



Staff Reports

COVID-19 hospitalized... percentage of... County... Hays County Health Department Director... Cumley... hospitalization

Dripping Springs news and advertising source, in print, online, we keep you informed. We offer advertising plans to fit any business, large or small. The Dripping Springs Century-News has the answer for your business.

MEDIA BUYER KIT 2021

Dripping Springs Century News

P.O. Box 732
Dripping Springs, TX 78667

drippingspringsnews.com
512.797.1178

Dripping Springs Century - News

Rate Card – Effective January, 2021 Newspaper publishes on

Thursdays

STAFF:

Dalton Sweat - General Manager

Marcy Holt - Advertising Director

Suzanne Warmack - Advertising Sales • **Taffy Baker** - Customer Service

P.O. Box 732, Dripping Springs, TX 78667 • Phone: 512.797.1178

LOCAL DISPLAY RATES

***All retail rates are noncommissioned - Per calendar month**

	DAILY
OPEN RATE	\$10.00 per column inch
5-29 inches	\$ 9.00 per column inch
126-251 inches	\$ 7.00 per column inch
252+ inches	\$ 5.00 per column inch

FOOTER RATES*

Front Page \$150.00

*One advertiser per edition.

COLOR RATES*

Black and ONE Color.....\$100.00
Full Process Color.....\$250.00

CLASSIFIED DISPLAY RATE

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

NATIONAL DISPLAY RATES*

\$13.00 per column inch

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

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

FOOTER RATES*

Front Page \$150.00

(One advertiser per edition)

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.

Combo discount rates available **Contract rates available**

Rate Card • Effective January, 2021

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 edition.
Also includes the **drippingspringsnews.com** site.

Combo discount rates available ★ Contract rates available

PRE-PRINT RATES

Preprints are billed per thousand based on quantity received, minimum charge \$100.00

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 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

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

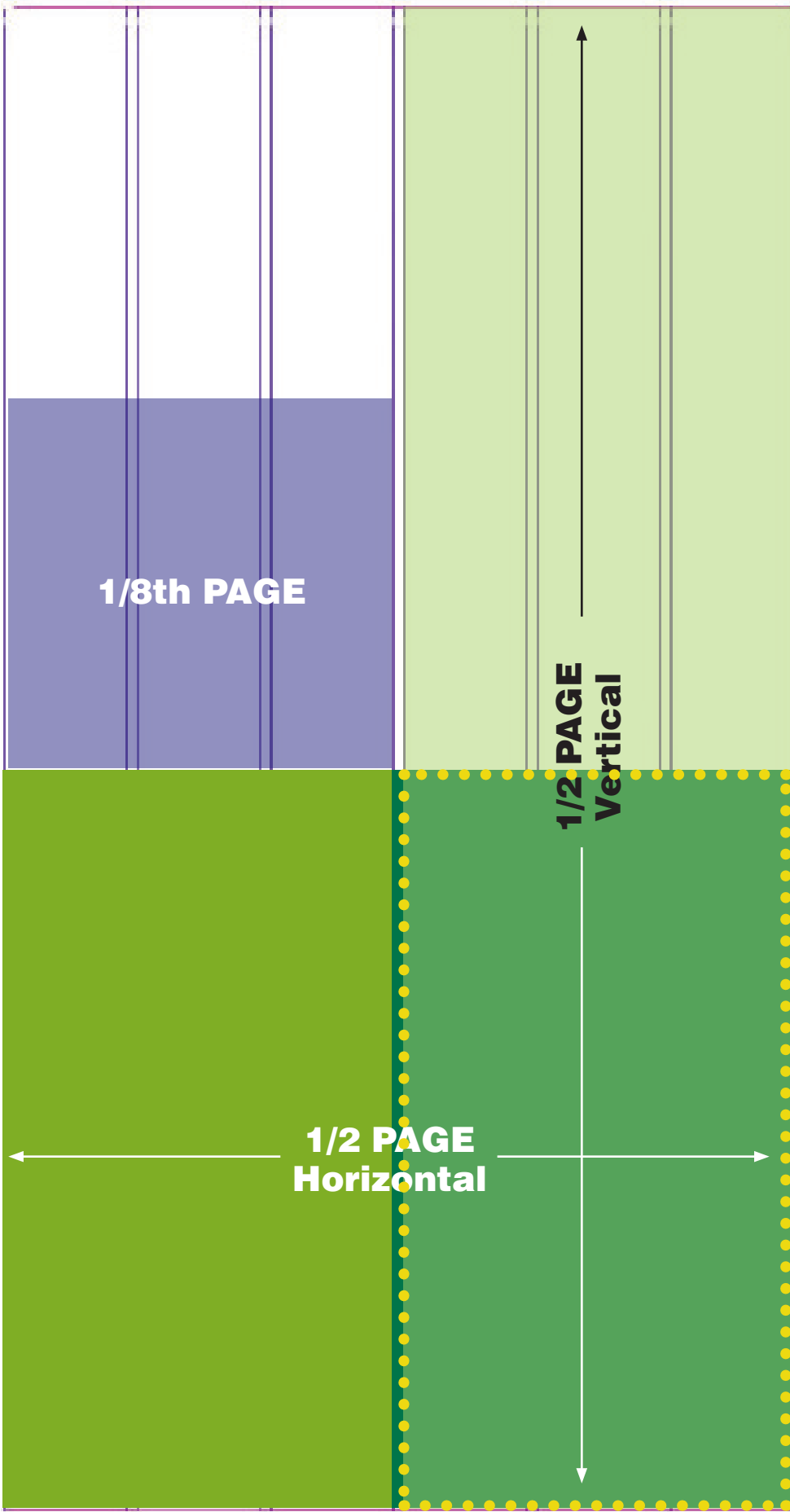
CIRCULATION

Our coverage area includes:
Dripping Springs

ADVERTISING DEADLINES:

By 5 p.m. on the Friday prior to publication

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



Full Page:

11" x 21"

1/2 Page Horizontal:

11" x 10.5"

1/2 Page Vertical:

5.471" x 21.5"

1/4 Page

5.471" x 10.5"

1/8th Page

5.471" x 5"

1/8th PAGE

**1/2 PAGE
Vertical**

**1/2 PAGE
Horizontal**

**Yellow dotted area
indicates quarter
page ad.**

Position sizes not to scale