

Rambler

NEWSPAPERS

We have been providing Irving and Coppell award winning community coverage for over 15 years. Recognized statewide by the Texas Press Association for feature writing and photography, Rambler Newspaper's provides information on local government, schools and the people in our coverage area creating an ideal venue to reach people who are active in our community

WHY ADVERTISE

- Weekly printing with distribution to people who are so interested in the community that they pay for their newspaper
- Optional discounted advertising in the DFW News Flash!
- Kept and passed on providing a very high readership
- Providing articles that readers talk about
- Combined online and in print readership of approximately 13,000 readers.

Population:

- 181,789 Irving (minus Valley Ranch & Las Colinas)
- 27,516 Las Colinas
- 16,122 Valley Ranch
- 40,022 Coppell

Households:

- 61,564 Irving (minus Valley Ranch & Las Colinas)
- 13,103 Las Colinas
- 7,009 Valley Ranch
- 14,343 Coppell

Household Income:

- \$ 39,701 Irving (minus Valley Ranch & Las Colinas)
- \$ 72,693 Las Colinas
- \$ 74,791 Valley Ranch
- \$ 106,981 Coppell

POLICIES AND PROCEDURES

Advertising and insert rates are non-commissionable. The publisher reserves the right to reject or revise any ad or insert deemed to be objectionable. Advertisements that demean any individual, race, religion, sex, institution, firm, business, profession, organization or affectional preference will not be accepted. Any advertisement having the appearance of editorial material will have "Advertisement" printed above it. (If the disclaimer is inadvertently forgotten, we'll insert it for you. The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability resulting from the publication of the advertisement. The publisher will not be liable for minor changes or typographical errors that do not lessen the value of an advertisement, or for any other errors appearing in the advertisement unless the publisher received corrected copy before the copy deadline with corrections plainly noted thereon. However, if the mistake was ours, we'll make all reasonable amends. If, for whatever reason your ad or preprinted insert does not make it into the paper, we'll make sure it's in the next issue. Artwork, type, negatives, positives and all other items created by the newspaper are understood to be the newspaper's property. Such items will be stored for a period of time at the newspaper's discretion.

DISPLAY RATES

Rambler Run of Press (ROP)

Rambler Newspapers is printed in a broadsheet format with mail distribution.

The column rate is based on the cumulative amount of column inches and the frequency of the advertising in the overall contract. Rates subject to change without notice. Preferred placement is offered with a 20% additional charge. PLEASE NOTE: Payment is due in full prior to the ad run.

Advertising Deadlines:	B/W Rates	Column Inches	Color Rates
Display: Tuesday @ 5pm	\$16.50	1 - 39	\$23.25
Classified: Tuesday @ 5pm	\$14.80	40 - 69	\$20.75
Obituaries: Tuesday @ 5pm	\$14.00	70 - 149	\$19.50
Legals: Wednesday @ 11am	\$13.10	150 - 299	\$18.00
Pre-printed Inserts: Monday one week prior to dist. @ 5pm	\$12.00	300 - 499	\$16.75
	\$11.25	500 - 699	\$16.00
	\$11.00	700 - 849	\$15.20
	\$10.50	850 - 1599	\$14.75
	\$ 9.50	1600 - 2499	\$13.25
	\$ 8.75	2500	\$11.75
	\$10.25	Non-Profit	\$12.90
	Jewel Box		\$115.00
	Banner Advertising		\$350.00

Specifications:

- 1 column ---- 1.53 inches
- 2 column ---- 3.22 inches
- 3 column ---- 4.92 inches
- 4 column ---- 6.61 inches
- 5 column ---- 8.31 inches
- 6 column ---- 10.0 inches

LINE RATES

- Classified & Legal - \$2.90/line plus \$3 per affidavit
- Lines consist of: An average of 31 characters - 9 point type - Arial Narrow
- Announcements - \$2.50 per line
- Obituaries ----- \$2.50 per line plus \$7 per photo
- Non-Profit ----- \$1.75 per line
- Lines consist of: An average of 28 characters - 10 point type - Times New Roman

INSERTS

- Cost per Thousand
- Single Sheet (2 pages)\$95.00
- 4 - 8 pages\$105.00
- 10 - 16 pages\$115.00
- more than 16 pages\$125.00

Rates for pre-print inserts are net rates and are not commissionable. Insertion rates for pre-printed material are based on size and number of pages. Inserts must be of professional quality on card stock, glossy paper or newspaper print. Plain copy paper will not be accepted as insert material.