

Ennis Daily News

P.O. Box 100, Ennis, TX, 75120 • 213 N. Dallas St. 75119 • Fax: (972) 875-9747 • Phone: (972) 875-3801

Rates Effective August 1, 2009

Personnel

Tre Bischof • Publisher • tre@ennisdailynews.com
Charity Cihak • Sales Rep. • charity@ennisdailynews.com
Michelle Crouch • Sales Rep. • michelle@ennisdailynews.com

National Rates:

(Commissionable rates)	Per column inch
Daily	\$9.00
Sunday	\$9.75
Town and Country Leader	\$13.25

Local Rates:

Daily	\$7.25
Sunday	\$8.00
Town and Country Leader	\$11.50

Non-Profit Rates:

Daily	\$6.50
Sunday	\$7.25
Town and Country Leader	\$10.00

Color Rates:

1 Color	\$75
2 Colors	\$100
Full Color	\$150

Insert Rates:

Open rate	\$63/m
12-20 year	\$58/m
21-40 year	\$53/m
41 & more	\$48/m

(Prices based on full circulation)

Birthdays, memorials, anniversaries:

Daily	\$5.50
Sunday	\$6.25

Circulation information

The Ennis Daily News is the official newspaper of the City of Ennis, the Ennis Independent School District and various agencies inside the city limits of Ennis, Texas. Our circulation coverage includes the zip code of 75119 with a daily paid distribution of 3,500 and a Sunday distribution of 3,750. The Town and Country Leader is a shopper inserted into the Sunday edition of The Ennis Daily News and delivered to non-subscriber households in and around Ennis. It is also distributed in rack locations throughout the area. Total distribution is 10,000.

Earned Discounts

Customers can sign up for earned discounts in minimum 3-month intervals. These discounts apply to retail and classified advertising, as well as color. It's our way of saying thanks for advertising with The Ennis Daily News. When pre-arranged inch count is not met in any month, all ads will be billed at open rates. Ask your advertising consultant for details!

50-99 inches	10 % OFF
100-300 inches	15% OFF
300-499 inches	20% OFF
Over 500 inches	30% OFF

Your Daily Newspaper

The Ennis Daily News publishes every Tuesday through Friday afternoon and on Sunday morning.

Credit and Billing

All new clients must prepay and once credit is established, terms are net 30 days. The Ennis Daily News accepts VISA and Mastercard. A finance charge of 18% APR may be assessed on unpaid balances of accounts over 30 days past due.

Position Requests

There is a \$25 charge to an advertiser requesting an ad be placed on a specific page in the newspaper. This space cannot be guaranteed and the \$25 fee will only be assessed if the ad is placed in the requested spot.

Specifications and Deadlines

Dimensions

Full page	6 columns x 21.5 inches
1 column	1.833 inches
2 columns	3.792 inches
3 columns	5.75 inches
4 columns	7.708 inches
5 columns	9.667 inches
6 columns	11.625 inches

Deadlines

Sunday	4:30 p.m. Thursday
Tuesday	5 p.m. Friday
Wednesday	5 p.m. Monday
Thursday	5 p.m. Tuesday
Friday	5 p.m. Wednesday
T&C Leader	4:30 p.m. Thursday