

THE COVE HERALD'S GROWING REACH

The Cove Herald is a primary source of news and advertising information for Copperas Cove and Coryell County. This powerful readership reaches beyond simple audience exposure. It is delivered to interested consumers who willingly invite your advertising message into their homes, as well as consumers who take action and buy.

ADVERTISING RATES

Newspaper advertising rates, priced per column inch, are figured by multiplying total column inches by the open rate. Multiplying the number of columns in width by the number of inches in depth will provide the ad's total column inches.

RETAIL RATES		per column inch	
Weeks	10" or less	11"-25"	30.75" (1/4 Pg)
Open	\$8.40	\$8.40	\$8.15
2	\$8.32	\$8.19	\$7.90
4	\$8.24	\$7.83	\$7.67
6	\$8.16	\$7.47	\$7.44
8	\$8.07	\$7.24	\$7.21
12	\$7.99	\$7.06	\$7.00
	61.50" (1/2 Pg)	92.25" (3/4 Pg)	123" (Full Pg)
Open	\$8.03	\$7.91	\$7.80
2	\$7.79	\$7.67	\$7.56
4	\$7.56	\$7.44	\$7.34
6	\$7.33	\$7.22	\$7.12
8	\$7.11	\$7.00	\$6.90
12	\$6.90	\$6.79	\$6.70
Pick up Rate \$5.10 from Killeen Daily Herald ad (without changes)			

CLASSIFIED RATES		per column inch	
Weeks	10" or less	11"-39"	48.50" (1/4 Pg)
Open	\$7.20	\$7.20	\$6.84
2	\$7.13	\$7.06	\$6.63
4	\$7.06	\$6.91	\$6.44
6	\$6.99	\$6.78	\$6.24
8	\$6.92	\$6.64	\$6.05
12	\$6.85	\$6.51	\$5.87
	96.75" (1/2 Pg)	145.50" (3/4 Pg)	193.5" (Full Pg)
Open	\$6.71	\$6.48	\$6.29
2	\$6.50	\$6.28	\$6.10
4	\$6.31	\$6.10	\$5.92
6	\$6.12	\$5.91	\$5.74
8	\$5.94	\$5.74	\$5.57
12	\$5.76	\$5.56	\$5.40
Pick up Rate \$4.30 from Killeen Daily Herald ad (without changes)			

Publishes Every Thursday

Readership	Daily Readers	17,500
Circulation	Total Daily	7,000

Mission Statement

The mission of the Cove Herald is to be the leading provider of community news for the city of Copperas Cove and Coryell County, to be a highly trusted and reliable source of that information, to protect the public's right to know and to provide high quality and value to those who depend on the Cove Herald.

Affiliations

- Newspaper Association of America
- The Newspaper Network
- Better Business Bureau

Technical Specifications

Full page is 6 columns (11.25") wide by 20.4" deep. Tab page is 5 columns (10") wide by 11" deep. Full page billed at 129", tab page is 57.5". Full double truck is 13 columns (23") wide by 20.4", and is billed at 279.5".

Display ads must be at least as many inches deep as columns wide. Ads exceeding 19.5" deep will be charged at 21.5". Display ads are rounded to the nearest quarter inch for billing. Ads utilizing the gutter must be a minimum of 121 column inches (11 columns wide by 11 inches deep). The gutter will be charged as a full column. Double trucks occupy the center spread when it's mechanically possible; the center spread is not guaranteed.

COLUMN SIZES

Retail	Classified
1 col = 1.77 inches	1 col = 1.181 inches
2 col = 3.667 inches	2 col = 2.439 inches
3 col = 5.563 inches	3 col = 3.698 inches
4 col = 7.458 inches	4 col = 4.957 inches
5 col = 9.354 inches	5 col = 6.215 inches
6 col = 11.25 inches	6 col = 7.474 inches
	7 col = 8.733 inches
	8 col = 9.991 inches
	9 col = 11.25 inches

Placement Fee

Any advertiser requesting a specific placement within the publication will be assessed a placement fee. Placement fees are 25% of total cost.

Pre-printed Inserts

Get your ad in the door with pre-printed inserts. The Cove Herald is close to the lives of many people. The paper is invited and welcomed into homes every day. Any insert, flyer, circular or brochure is more likely to be read than direct mail and is much more affordable. Inserts are priced by size and frequency. Quantities vary. Please check with your representative to verify or change your number of inserts. National preprint rates are available. [See Preprint Rate Card on back.](#)

Maximize Your Advertising Impact

Color does more than draw attention to your ad. It helps bring it to life. Repeated studies show the same ad run with color will attract 75% more response than the black and white version during its first week. The power of color is available and affordable. Color discounts are also available.

Color	Open Rate	1/2 Page Discount	Full Page Discount
1 Color w/ Black	\$125.00	\$93.75	\$75.00
2 Color w/ Black	\$195.00	\$146.25	\$117.00
Full Color	\$250.00	\$187.50	\$150.00

Other Charges

Excessive proof changes and ads set but not run will be charged at the rate of \$25.00 per hour. Typesetting charges are \$50.00 per hour.

Co-op Service

Take advantage of the opportunity to have your vendors assist with the cost of your advertising! The Cove Herald's Co-op Service Department can research available funds and check vendor programs, preauthorize your advertising for co-op reimbursement and process claim forms from vendors. Complete an audit form today and stretch your advertising dollar.

thecoveherald.com

This is the premier news and information source web site serving Copperas Cove. Drive traffic to your Web site with a hot link or gain incredible exposure from banner ads. With visits from thousands of visitors each month, thecoveherald.com expands your reach and maximizes your advertising dollar.

Guidelines

Submission of an ad or advertising order constitutes an agreement to all terms and conditions listed herein, and such an agreement supersedes any other terms submitted by the advertiser or his agent. All rates quoted are net. All advertising is payable when ad copy is submitted unless prior credit is established.

Errors on the part of the Cove Herald which render the ad valueless will be adjusted only on the part of the ad in error, and only for regular charges for that portion of the ad. Ads re-run at no charge due to errors will be run in the first available edition after the error is brought to the attention of the newspaper. Claims for



Municipal Golf Course

the adjustment in billing must be made within 30 days of billing. In no event shall the publisher be liable for any consequent damages, lost profits, lost business, or any nature other than the return of charges made to the advertiser in connection with the advertising material.

The advertiser shall defend and indemnify and hold harmless the publisher against any claim of liability of losses asserted or established against the publisher by any reason of the publication of any advertisement in subsequent issues.

All advertising is subject to approval. The publisher reserves the right to revise or reject any advertisement which may be deemed objectionable, whether in subject matter, graphics, wording or setup. Proofs of ads are delivered to advertisers when requested. Advertiser or authorized agent's approval of proof removes all responsibility for errors in price or copy from the newspaper. In the case of ads running multiple times, please check your ad on the first day the ad is published. All camera work and copy produced by the Cove Herald will be available to the advertiser only and will not be shared with any other company.

Space is not sold or reserved contingent upon approval of the proof. A proof may be shown on ads if the copy has been received by established deadlines for checking typographical work only. Proofs are not shown on late ads, and the Cove Herald takes no responsibility of errors that are submitted after established deadlines.

No positions within the paper are promised; however, position requests may be granted whenever possible when such requests are in keeping with the composition policy and mechanical requirements of the publisher. Adjustments of advertising charges will not be made on the basis of an ad's position in the newspaper. Advertising which is requested to run conditionally upon receipt of a particular position will not be accepted.

Ads cannot be canceled after the established deadline, except in cases of extreme emergency and at the discretion of the publisher. If merchandise failed to arrive or is not available for sale, the Cove Herald will make reasonable changes in the ad so it may be run in the space and on the day scheduled. Editorial consideration does not accompany any class of paid advertising.

All rates and policies listed herein are subject to change upon 30 days written notice.

COVE HERALD

ADVERTISING RATES & INFORMATION

October 1, 2008 - September 30, 2009



102 Cove Terrace, Copperas Cove, TX 76522
 (254) 501-7470 • Fax: (254) 547-7039

thecoveherald.com
 KILLEEN DAILY HERALD

COVE HERALD

Bringing the news home

COVE HERALD

Bringing the news home

PREPRINT RATES

Rates effective October 1, 2008 through September 30, 2009

Bringing the news home
 to Copperas Cove
 and local surrounding areas.

ANNUAL FREQUENCY

		TABLOID	BROADSHEET	NON-CONTRACT	12-23	24-35	36-47	48-59	60-79	80-99	100+
Card			35.23	28.71	24.36	24.36	24.36	24.36	24.36	24.36	
8pg	4pg	48.28	46.11	43.94	41.76	39.59	37.41	35.23	33.06		
12pg	6pg	50.02	47.85	45.67	43.50	41.33	39.15	36.98	34.80		
16pg	8pg	51.77	49.59	47.41	45.24	43.06	40.89	38.72	36.54		
20pg	10pg	53.51	51.33	49.16	46.98	44.80	42.63	40.45	38.28		
24pg	12pg	55.24	53.07	50.90	48.72	46.55	44.37	42.20	40.02		
28pg	14pg	56.98	54.81	52.63	50.46	48.28	46.11	43.94	41.76		
32pg	16pg	58.73	56.55	54.38	52.20	50.02	47.85	45.67	43.50		
36pg	18pg	60.47	58.29	56.12	53.94	51.77	49.59	47.41	45.24		
40pg	20pg	62.20	60.03	57.85	55.68	53.51	51.33	49.16	46.98		
44pg	22pg	63.95	61.77	59.59	57.42	55.24	53.07	50.90	48.72		
48pg	24pg	65.69	63.51	61.34	59.16	56.98	54.81	52.63	50.46		
52pg	26pg	67.42	65.25	63.08	60.90	58.73	56.55	54.38	52.50		
56pg	28pg	69.17	66.99	64.81	62.64	60.47	58.29	56.12	53.94		
60pg	30pg	70.91	68.73	66.56	64.38	62.20	60.03	57.85	55.68		
64pg	32pg	72.64	70.47	68.30	66.12	63.95	61.77	59.59	57.42		
68pg	34pg	74.39	72.21	70.03	67.86	65.69	63.51	61.34	59.16		
72pg	36pg	76.12	73.95	71.78	69.60	67.42	65.25	63.08	60.90		
76pg	38pg	77.86	75.69	73.52	71.34	69.17	66.99	64.81	62.64		



Cove Herald
 102 Cove Terrace Shopping Center
 Copperas Cove, TX 76522

Tel (254) 547-2770 • Fax (254) 547-7039

(Frequency rates apply only to annual revenue contracts)