

Forney^{FM} MESSENGER

Publisher of Kaufman County's Oldest Newspaper • Since 1896

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

E-mail News: news@forneymessenger.com
E-mail Advertising: ads@forneymessenger.com
www.forneymessenger.com

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

Thank you for your interest in advertising in the Forney Messenger! We are an independently and locally owned weekly publication that runs every Thursday.

Our mission at the Forney Messenger is to:

- ❖ quickly and accurately report local news and events
- ❖ promote positivity and share good news
- ❖ assist in strengthening Forney's integral community values

The businesses, news, and events about which we report are those that are local to Forney or which impact Forney residents in a significant way.

We believe that **your business is vital to the success of our town**, and we would like to have the opportunity to work alongside you. With a circulation of approximately 3,600 reaching many residents in and around the City of Forney as well as online subscribers, advertisements in our paper can assist your business in becoming a familiar name among the community that is set apart from many of the others in our growing town.

As well as having a graphic artist on staff that can work with you to design an ad best suited to your company at no additional cost, we have a variety of advertisement options to choose from. The attached sheet will introduce you to your options: ad sizes, run frequencies, and prices. *Our deadline for all content, including advertising, is noon on the Tuesday prior to your desired publication date.* Additionally, we offer Special Advertisement Sections centered around holidays or annual local events that offer yet another highly effective way to draw attention to your business name.

Thank you for being a valuable part of our town! We look forward to working with you. Please contact us with any questions you may have.



Darrell Grooms
Publisher



Jeff Cannon
Advertising

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Types of Ads

- ✓ Front Page
- ✓ Standard Display
- ✓ Business Spotlight
- ✓ Inserts
- ✓ Business Directory
- ✓ Classified/Obituaries

Front Page

Front Page Ads and *Front Page: Second Section Ads* require a 6-month contract. Limited space is available, but you can be placed on our waiting list.

Front Page = \$35 per week for 6 months; *Front Page: Second Section* = \$30 per week for 6 months

Standard Display

Standard Display Ads are not bound to a contract, so you run as often as you choose. Black & white prices are based on \$4.50 per column inch. Color can be added to any standard display ad for an additional cost of \$75.

Size	Black & White	Color
Full Page	(all full-page ads run in color)	\$567.00
1/2 Page	\$284.00	\$359.00
1/4 Page	\$142.00	\$217.00
1/8 Page	\$75.00	\$150.00

Business Spotlight

The Business Spotlight package is not only a money saving option for your business, but it also guarantees a place of prominence on the front page.

Inserts

Inserts are a great way to get flyers, door hangers, coupons, etc. in the hands of your customers! You provide us with 3600 inserts no larger than 11" X 11", and we include them in our paper for only 8¢ a piece, which comes to \$288.

Business Directory

Business Directory Ads require a 6-month contract. Limited space is available, but you can be placed on our waiting list. These are sold in "squares" – approximately 2.5" wide X 1.25" tall. Business Directory Ads run for \$7 per square per week for 6 months.

Classified/Obituaries

Classified Ads must be paid in advance. \$8.00 includes up to 25 words in a traditional line ad. We also offer a display in a box, a simple way to draw more attention to your classified ad, which starts at \$18 for 2 columns wide X 2" tall.

Obituaries less than 2 columns wide X 5" tall are \$50. Add \$5 to include a photo. All other obituaries are priced by the column inch.

Technical Information

- Our open rate is \$4.50 per column inch, non-commissionable.
- 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. The table below shows the column widths in inches.

Page Column Widths

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

- Circulation – 3,600 weekly
- **Our deadline for all advertising is noon on the Tuesday immediately prior to your desired publication date.**
- PLEASE READ CAREFULLY - Unless otherwise noted, approved advertisers will be billed monthly. Any advertiser accumulating a past due balance for 90 days or more 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, provided that the space is still available.

For more information or to get started designing your ad,
please contact our Graphic Artist/Ad Specialist at the info below:

Jeff Cannon
(972) 564-3121
ads@forneymessenger.com

Weekly Ad sizes and rates

At \$4.50 per column inch - Effective January 1, 2018

2-COLUMN ADS			
<small>Columns Wide X Inches Deep</small>		<small>Columns Wide X Inches Deep</small>	
2 x 2.....	\$18.00	4 x 7.....	\$126.00
2 x 3.....	\$27.00	4 x 8.....	\$144.00
2 x 4.....	\$36.00	4 x 9.....	\$162.00
2 x 5.....	\$45.00	4 x 10.....	\$180.00
2 x 6.....	\$54.00	4 x 11.....	\$198.00
2 x 7.....	\$63.00	4 x 12.....	\$216.00
2 x 8.....	\$72.00	5-COLUMN AD	
2 x 9.....	\$81.00	<small>Columns Wide X Inches Deep</small>	
2 x 10.....	\$90.00	5 x 2.....	\$45.00
2 x 11.....	\$99.00	5 x 3.....	\$68.00
2 x 12.....	\$108.00	5 x 4.....	\$90.00
3-COLUMN ADS		5 x 5.....	\$113.00
<small>Columns Wide X Inches Deep</small>		5 x 6.....	\$135.00
3 x 2.....	\$27.00	5 x 7.....	\$158.00
3 x 3.....	\$41.00	5 x 8.....	\$180.00
3 x 4.....	\$54.00	5 x 9.....	\$203.00
3 x 5.....	\$68.00	5 x 10.....	\$225.00
3 x 6.....	\$81.00	5 x 11.....	\$248.00
3 x 7.....	\$95.00	5 x 12.....	\$270.00
3 x 8.....	\$108.00	6-COLUMN ADS	
3 x 9.....	\$122.00	<small>Columns Wide X Inches Deep</small>	
3 x 10.....	\$135.00	6 x 2.....	\$54.00
3 x 11.....	\$149.00	6 x 3.....	\$81.00
3 x 12.....	\$162.00	6 x 4.....	\$108.00
4-COLUMN ADS		6 x 5.....	\$135.00
<small>Columns Wide X Inches Deep</small>		6 x 6.....	\$162.00
4 x 2.....	\$36.00	6 x 7.....	\$189.00
4 x 3.....	\$54.00	6 x 8.....	\$216.00
4 x 4.....	\$72.00	6 x 9.....	\$243.00
4 x 5.....	\$90.00	6 x 10.....	\$270.00
4 x 6.....	\$108.00	6 x 11.....	\$297.00
		6 x 12.....	\$324.00