

PLEASANTON EXPRESS

RATE SCHEDULE

& CONTRACT INFO

REGULAR DISPLAY AD

ADVERTISING UNIT

6 Column Format

← 1.833" →

Color Advertising

Spot Color (per color) - \$75

4-Color Process - \$150

Free Standing Inserts

\$100 Per 1,000

Mechanical Specifications

50" Offset Web

Standard Page - 126 Advertising Units

6 COLUMNS X 21 INCHES DEEP

1 Column.....	1.833"
2 Column.....	3.792"
3 Column.....	5.750"
4 Column.....	7.708"
5 Column.....	9.667"
6 Column.....	11.625"

AD DEADLINES

Display Ads: MONDAY • 5:00 PM **Classified Ads:** MONDAY • 12:00 PM

PUBLISHED WEDNESDAYS

AD DISCLAIMER

Errors on the part of the Pleasanton Express which render the ad valueless will be adjusted only on that part of the ad in error, and only for the regular charges for that portion of the ad. The publisher reserves the right to reject, edit or revise advertising. All advertising is payable in advance until credit is established. Proofs exceeding 30 advertising units will be shown to advertisers only when copy has been turned into the Pleasanton Express before the published deadlines. Proofs will be corrected for errors from original copy. Changes from original copy, and ads set and not run will be charged \$20.00 per hour.

PUBLISHER'S LIABILITY FOR ERROR: The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

INDEMNIFICATION: The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

DISPLAY ADVERTISING

\$14.20* Per Advertising Unit

*Subject to the following discounts:

Units Per Month	Discount	Earned Rate
10"-28"	95¢	\$13.25
29"-64"	\$1.60	\$12.60
65"-126"	\$2.40	\$11.80
127"-252"	\$3.40	\$10.80
253"-504"	\$4.25	\$9.95
505"-1008"	\$4.75	\$9.45
1009"-over	\$5.20	\$9.15

Earned rates set forth in the rate card shall apply only if the advertising is paid within twenty (20) days from the date of billing of the ad or ads; otherwise, the open rate shall apply. All sums not paid within twenty (20) days shall be considered a credit purchase and added to the open-ended charge account.

CONTRACT RATES

12 Month Contract

Per Advertising Unit - **\$9.15**

6 Month Contract

Per Advertising Unit - **\$9.45**

3 Month Contract

Per Advertising Unit - **\$9.95**

All contract ads are not allowed to change during their run.

10% Discount for Non-Profit Advertising

830-281-2341 • 830-569-6130 • 830-569-4967

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www.pleasantonexpress.com