

Texas Market CONNECTION



Your #1 Source for the Best Coupons and Money Saving Deals in Erath County

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The **Texas Market Connection** is published monthly and covers Erath county. With a distribution that includes direct mail, as well as racks and stands, your advertisement receives in home delivery and a consistent presence all month.

Published locally by Will Haggard; the **Texas Market Connection** is designed to be the premier advertising medium for mass marketing in the Erath County area. Issues are mailed for in home distribution by the fourth Wednesday of each month, for the following month. Issues are available on local racks and stands all month.

The **Texas Market Connection** is printed in an 8 1/2" x 11" size booklet on heavy bond high bright white paper. All ads have full process color available! Advertising deadline is 12:00 Noon on the Friday following the second Wednesday of each month.

Ad Size	Ad Rates	6 Mo Rates	Annual Rates
Front Coupon	\$125	\$105	\$95
Inside Coupon	\$72	\$65	\$58
1/4 Page	\$115	\$105	\$95
3/8 Page	\$160	\$145	\$130
1/2 Page	\$195	\$175	\$155
3/4 Page	\$270	\$245	\$220
Full Page	\$325	\$295	\$265
Back Page	\$445	\$405	\$365
Double Truck	\$590	\$525	\$480
Insertion Rates	1 time	6 times	12 times
Full 6,000	\$50	\$45	\$40
Route Sorted	\$60	\$55	\$50
Per oz over 3/4 oz	\$65	\$60	\$55

Ad rates per month. Insertion rates per 1,000 per month.

Two Schools of Thought

In advertising there are two main schools of thought; the first is *Consistent Advertising* - keep a small ad in front of the public all the time, needs change, be there when they are ready! The second is *Make a Big Splash* - run a full or at least a half page ad to really get your message across! We have combined these for you... run an 1/8 or 1/4 page ad each month for a year and receive a 1/2 or full page ad FREE! Free ad runs when you want it to!

**1/8 Page Ad &
a FREE 1/2 Page
\$64⁵⁰ mo.**

**1/4 Page Ad &
a FREE Full Page
\$104⁵⁰ mo.**

\$20 copy change fee for more than 1 change of consistent ad.

Name of Company: _____

E-mail: _____

Principal: _____

Mailing &: _____

Contact Person: _____

Physical: _____

Phone #: _____

Address: _____

The above named company agrees to advertise in the **Texas Market Connection** for 1, 6 or 12 consecutive issues, beginning with the _____, 20____ issue. This shall be at a rate of \$ _____ per month.

Name: _____ Signature _____

Date: _____