



ATASCOCITA ★ HUMBLE ★ KINGWOOD ★ LAKE HOUSTON

# The Tribune

## ADVERTISING RATES AND DEMOGRAPHICS

### RETAIL RATES

<b>Publications</b>	<b>Rate (Per Col. Inch)</b>	<b>Circulation</b>
Kingwood Tribune	\$14.50	23,110
The Lake Cluster <i>(Atascocita, Humble &amp; Lake Houston Tribunes)</i>	\$14.00	25,758
<b>Total Group</b> <i>(Atascocita, Humble, Kingwood &amp; Lake Houston Tribunes)</i>	\$26.50	48,868

### DISCOUNTS

Frequency	
<b>52 times</b>	<b>25%</b>
<b>26 times</b>	<b>15%</b>
<b>12 times</b>	<b>10%</b>
<b>6 times</b>	<b>5%</b>
<b>Non-Profit</b>	<b>25%</b>
<b>Agency</b>	<b>15%</b>
<i>(with camera ready copy)</i>	

### CLASSIFIED RATE

Total Group  
**\$15.00**  
 (Per Col. Inch)

### COLOR COST

**\$250** per paper

**Ask About Front Page  
Advertisement Rate!**

**Ask About Small Business Rates!**

*(Five employees or less. Restrictions may apply.)*

<b>Retail Column Widths</b>	1 Col.	2 Col.	3 Col.	4 Col.	5 Col.	6 Col.	DoubleTrack
Inches	1.833	3.763	5.729	7.666	9.666	11.625	24

<b>Classified Widths</b>	1 Col	2 Col	3 Col	4 Col	5 Col	6 Col	7 Col	8 Col	9 Col	10 Col
Inches	1.05	2.225	3.4	4.575	5.75	6.925	8.1	9.275	10.45	11.625

*Ad heights must be in 1/4" increments and no taller than 21"*

### DEADLINES

**Advertisements Requiring a Proof Must Be Reserved by Noon on Thursday.**  
**All Other Advertisements Must Be Reserved by Noon on Friday.**  
**All Advertisements Must Be Approved by 3:00pm on Friday.**

*Community News From The People You Trust*

18525 West Lake Houston Parkway ★ Suite 102 ★ Humble, TX 77346

Phone: 281-540-TRIB (8742) ★ Fax: 281-540-8872

Website: [www.OurTribune.com](http://www.OurTribune.com)



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## DISTRIBUTION BY ZIP CODES

### Atascocita/ Lake Houston

77044	1,683
77346	14,835
77396	1,675
77336	1,300
Home Del	19,493
Rack	380
Office	100
<b>Total</b>	<b>19,973</b>

### Humble

77338	2,175
77396	3,360
Home Del	5,535
Rack	200
Office	50
<b>Total</b>	<b>5,785</b>

### Kingwood

77339	12,735
77345	8,725
77365	1,200
Home Del	22,660
Rack	400
Office	50
<b>Total</b>	<b>23,110</b>

### Total

Home Del	47,688
Rack	980
Office	200
<b>Total</b>	<b>48,868</b>

## PRICING FOR INSERTS

**1-3 times \$60** per thousand

**4-6 times \$50** per thousand

**7-12 times \$45** per thousand

## SUBMITTING AD COPY

**Submit your Ad as a high quality TIF or PDF, or our Art Department can design the Ad for you. Just supply us with a hard copy your ad and all Photos/Graphics and we will do all the work. Email to: [Comp@OurTribune.com](mailto:Comp@OurTribune.com)**

### **PDFs**

Send your camera ready PDF files via CD, Email (if under 10 MB) or via FTP Upload (instructions below). Save the PDF using Adobe's "Press Optimized" setting. Make sure the "Subset Fonts" setting is turned on. All fonts must be fully embedded in the PDF and subsetted at 100%. Size the ad to the exact size without using crop marks and registration marks.

### **Images**

Graphics, Photos, or Rasterized Images should be 200 Dots Per Inch (dpi). Vector or Line Art Images should be 1000 dpi. We prefer to receive images as TIF files, but JPG files are acceptable. Our press prints at a line screen of 85 lines per inch.

### **Color**

Provide files as either CMYK or Grayscale depending on the ad's requirements. **Do not use Pantone or Spot Colors.** If your ad is only using one or two colors, set them up as CMYK and make at least one value 100%. (For example, if your ad is incorporating Blue, set it up as C=100; M=72; Y=0; K=6. For Red, set it up as C=0; M=100; Y=70; K=0.)

### **FTP Instructions**

Host: <ftp.ourtribune.com>  
Username: u44043962-ads  
Password: 2007ads

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