



ATASCOCITA ★ HUMBLE ★ KINGWOOD ★ LAKE HOUSTON

The Tribune

ADVERTISING RATES AND DEMOGRAPHICS

RETAIL RATES

Rate (Per Column Inch)

\$29.15

Color Cost:

Additional \$625

Circulation

48,868

Ask About Front Page Advertisement Rates!

Ask About Small Business Rates!

(Five employees or less. Restrictions may apply.)

**We Also Offer Online Advertising
and Email Marketing Opportunities!**

DISCOUNTS

Frequency

52 times 25%

26 times 15%

12 times 10%

6 times 5%

Non-Profit **25%**

Agency **15%**
(with camera ready copy)

CLASSIFIED RATE: \$16.50 (Per Column Inch)

Retail Column Widths	1 Col.	2 Col.	3 Col.	4 Col.	5 Col.	6 Col.	DoubleTruck
Inches	1.833	3.763	5.729	7.666	9.666	11.625	24

Classified Widths	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

WE PUBLISH OUR PRINTED EDITION EVERY OTHER WEEK.

All Advertisements Must Be RESERVED by Noon on Friday Prior to Publication Date.

All Advertisements Must Be APPROVED by 3:00pm on Friday Prior to Publication Date.

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

Effective 01/01/2011



ATASCOCITA ★ HUMBLE ★ KINGWOOD ★ LAKE HOUSTON

The Tribune

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
Total	19,973

Humble

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

Kingwood

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

Total

Home Del	47,688
Rack	980
Office	200
Total	48,868

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

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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