



ATASCOCITA ★ HUMBLE ★ KINGWOOD ★ LAKE HOUSTON

# The Tribune

## RATE CARD

January 1, 2018

### RETAIL RATES

**Rate** (Per Column Inch)  
\$35.86

**Color Cost**  
Additional \$625

**Circulation**  
60,000

**CLASSIFIED RATE: \$23.92** (Per Column Inch)

*Ask About Front Page Advertisement Rates and Small Business Rates!*

### PUBLICATION DATES

2018

Wednesdays

2019 (subject to change)

**January 17 & 31**  
**February 14 & 28**  
**March 14 & 28**  
**April 4 & 18**  
**May 2, 16 & 30**  
**June 6 & 20**

**July 4 & 18**  
**August 1 & 15**  
**September 5 & 19**  
**October 3, 17 & 31**  
**November 14 & 28**  
**December 5 & 19**

**January 16 & 30**  
**February 13 & 27**  
**March 13 & 27**  
**April 10 & 24**  
**May 14 & 28**  
**June 12 & 26**

**July 10 & 24**  
**August 7 & 21**  
**September 4 & 18**  
**October 2, 16 & 30**  
**November 13 & 27**  
**December 11 & 25**

### DEADLINES

**All Advertisements must be RESERVED by noon and APPROVED by 3:00pm on the Friday prior to Publication Date.**

### ARTWORK

**Design the ad to the exact size without using crop marks and registration marks. Use CMYK settings. Do not use Spot or Pantone colors. Submit as "Press Quality" PDF to: [Comp@OurTribune.com](mailto:Comp@OurTribune.com)**

Retail Column Widths	1 Col.	2 Col.	3 Col.	4 Col.	5 Col.	6 Col.	DoubleTruck
Inches	1.5625	3.25	4.9375	6.625	8.3125	10	21

Classified Widths	1 Col	2 Col	3 Col	4 Col	5 Col	6 Col	7 Col	8 Col	9 Col	10 Col
Inches	0.887	1.9	2.9125	3.925	4.9375	5.95	6.962	7.975	8.9875	10

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

*Community News From The People You Trust*

1036 First St. E. ★ Suite C ★ Humble, TX 77338 ★ 281-540-TRIB (8742) ★ Fax: 281-540-8872 ★ [OurTribune.com](http://OurTribune.com)



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## DISTRIBUTION BY ZIP CODES

### Atascocita/ Lake Houston/Huffman

77044	5,845
77346	18,500
77396	2,730
77336	1,500
Home Del	28,575
Rack	110
Office	100
<b>Total</b>	<b>28,785</b>

### Kingwood/Porter

77339	12,400
77345	9,400
77365	2,240
Home Del	24,040
Rack	175
Office	100
<b>Total</b>	<b>24,315</b>

### Humble

77338	2,200
77396	4,370
Home Del	6,570
Rack	230
Office	100
<b>Total</b>	<b>6,900</b>

### Total

Home Del	59,185
Rack	515
Office	300
<b>Total</b>	<b>60,000</b>

## PRICING FOR INSERTS

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

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

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

*Does not include the price of printing the inserts.*

## ASK ABOUT DIGITAL SERVICES

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