

# FOUR POINTS NEWS

Serving Steiner Ranch, River Place, Volente, Grandview Hills, Westminster Glen and Lake Travis

[www.FourPointsNews.com](http://www.FourPointsNews.com)

**Published Weekly (Thursdays) 4,700 Households**  
Rates Effective October 1, 2012

## RETAIL RATES

1 Week	4 Weeks	13 Weeks	26 Weeks	52 Weeks
\$8.00	\$7.00	\$5.50	\$5.00	\$4.50

## CLASSIFIED RATES

1 Week	4 Weeks	13 Weeks	26 Weeks	52 Weeks
\$7.00	\$6.00	\$5.00	\$4.00	\$3.00

## LEGAL ADVERTISING

Classified	Retail
\$3.00	\$4.50

## ANNOUNCEMENTS

Engagement	\$25	Includes 2col. x 3" photo above 2col. x 3" of text. Additional space is \$5/inch.
Wedding	\$40	
Combination	\$50	

Obituaries \$5.00/inch

## PREPRINTS

Zoned	Full-Run
\$65/m	\$50/m

Deliver Preprints, Mon-Fri, 8am-5pm to:  
Granite Printing  
2675 CR 374  
Taylor, TX 76574

Deadline for reservation and delivery is Friday prior to publication.

## COLOR RATES (EACH ISSUE)

1 Color + Black	\$125
2 Color + Black	\$200
3 Color + Black	\$250

**Deadline for Editorial and Advertising is Friday by Noon**

All Rates are Net

Publisher reserves the right to accept, decline or alter all advertising.  
Political advertising is prepaid. Publisher is not responsible for errors beyond the cost of the printed space.

## MECHANICAL MEASUREMENTS

Broadsheet page is 21.5" in depth.  
Tabloid page is 10" in depth.

## COLUMN MEASUREMENTS

	Retail	Classified
1 COL	1.52"	1"
2 COL	3.22"	2.12"
3 COL	4.91"	3.25"
4 COL	6.61"	4.37"
5 COL	8.31"	5.5"
6 COL	10"	6.62"
7 COL		7.75"
8 COL		8.87"
9 COL		10"

## SUBMISSION REQUIREMENTS

Electronic submission as .pdf files.  
Photos preferred in .tif or .jpg format.

All color files should be in CMYK mode at no fewer than 200 dpi. Ftp site available. Email the Design department for additional questions, [ads.fourpoints@gmail.com](mailto:ads.fourpoints@gmail.com).

MacIntosh environment using InDesign CS5, Illustrator CS5, Photoshop CS5, and Adobe Acrobat Pro. We also have Microsoft Word, Powerpoint and Excel.

## READERSHIP DEMOGRAPHICS\*

Median income — \$190,169  
Median home value — \$423,594  
Owner-occupied housing — 89 percent  
Median age — 37.1 years  
Average family size — 2.9 members  
Earned bachelor's degree or higher — 91 percent  
Management/professional occupation — 86 percent

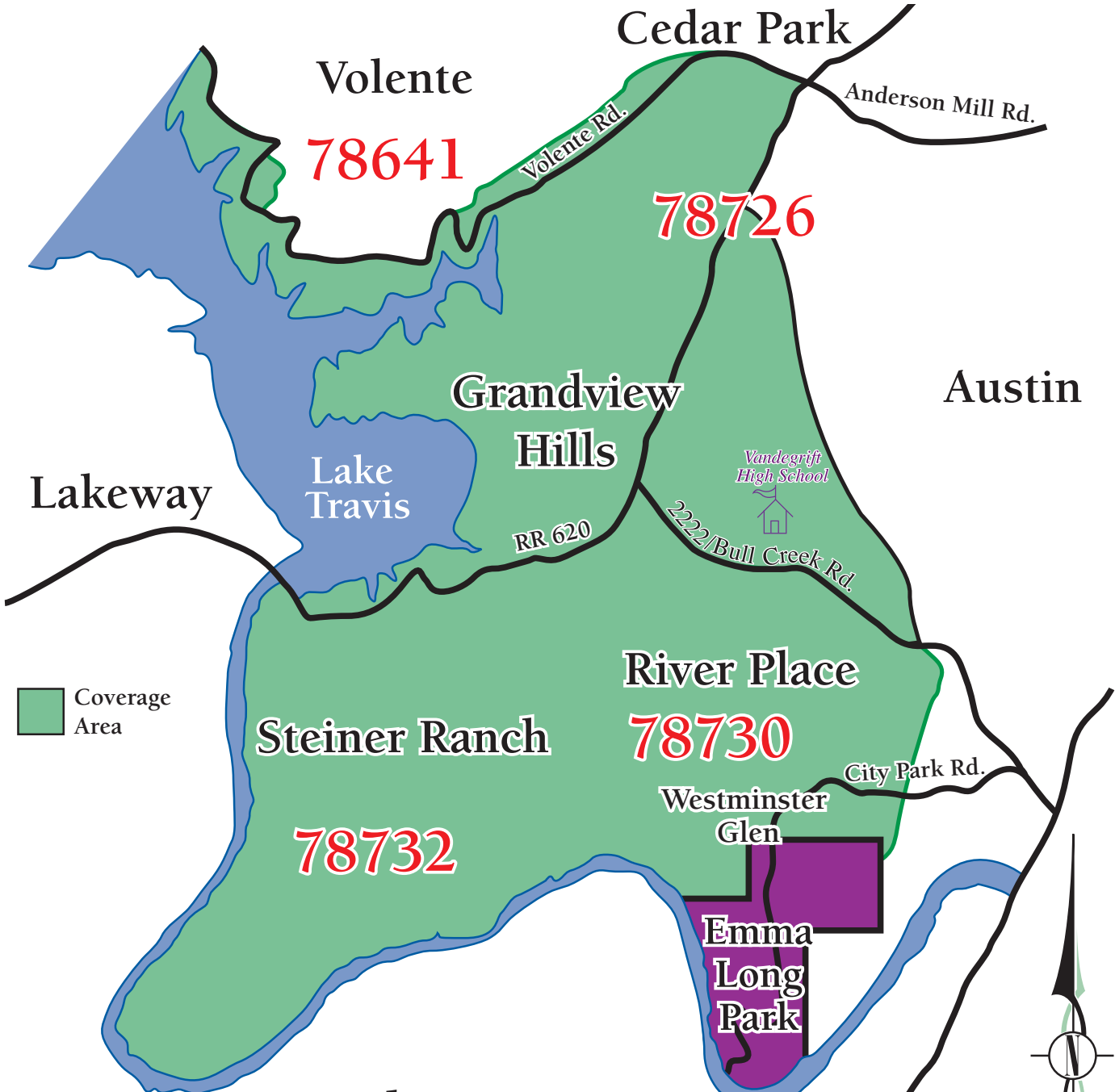
\*Based on 2006 U.S. Census information for the zip codes 78726, 78730 and 78732, Austin Business Journal 12/08

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