

FOUR POINTS NEWS

Serving Steiner Ranch, River Place, Grandview Hills, Westminster Glen and Comanche Trail

www.FourPointsNews.com

Published Weekly (Wednesdays) 5,300 Households
Rates Effective April 1, 2014

RETAIL RATES

1 Week	4 Weeks	13 Weeks
\$8.50	\$7.50	\$6.00

CLASSIFIED RATES

1 Week	4 Weeks	13 Weeks
\$7.50	\$6.50	\$5.50

LEGAL ADVERTISING

Classified	Retail
\$5.50	\$6.00

ANNOUNCEMENTS

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

Obituaries \$5.50/inch

PREPRINTS

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

Deliver Preprints, Mon-Thur, 8 am - 5 pm 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.

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

READERSHIP DEMOGRAPHICS

Ads are seen by some of the wealthiest zip codes in Texas. River Place ranks 8th in the state and **No. 1** in Austin with the MOST affluent zip code. Steiner Ranch ranks 28th in the state and has Austin's **fourth** most affluent zip code. Grandview Hills is also highly ranked with median family income.

State Rankings of Wealthiest Zip Codes in Texas:

8th ~ 78730 River Place, Westminster Glen, Glenlake,
Long Canyon ~ \$175,400 MFI

28th ~ 78732 Steiner Ranch, Comanche Trail \$136,400 MFI

140th ~ 78726 Grandview Hills, Canyon Creek \$96,700 MFI

U.S. Census Bureau median family income (MFI) 2007-2011



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