

A bronze statue depicting two men and a dog. The man on the left wears a hat and a jacket, looking towards the other man. The man on the right is holding a long pipe or tool. Between them, a dog sits on a brick ledge, looking up. In the background, there's a building with signs for 'ALK', 'BORDE...', and '← ARBOR → ENTRANCE'.

2020 Media Kit



Van Zandt Newspapers

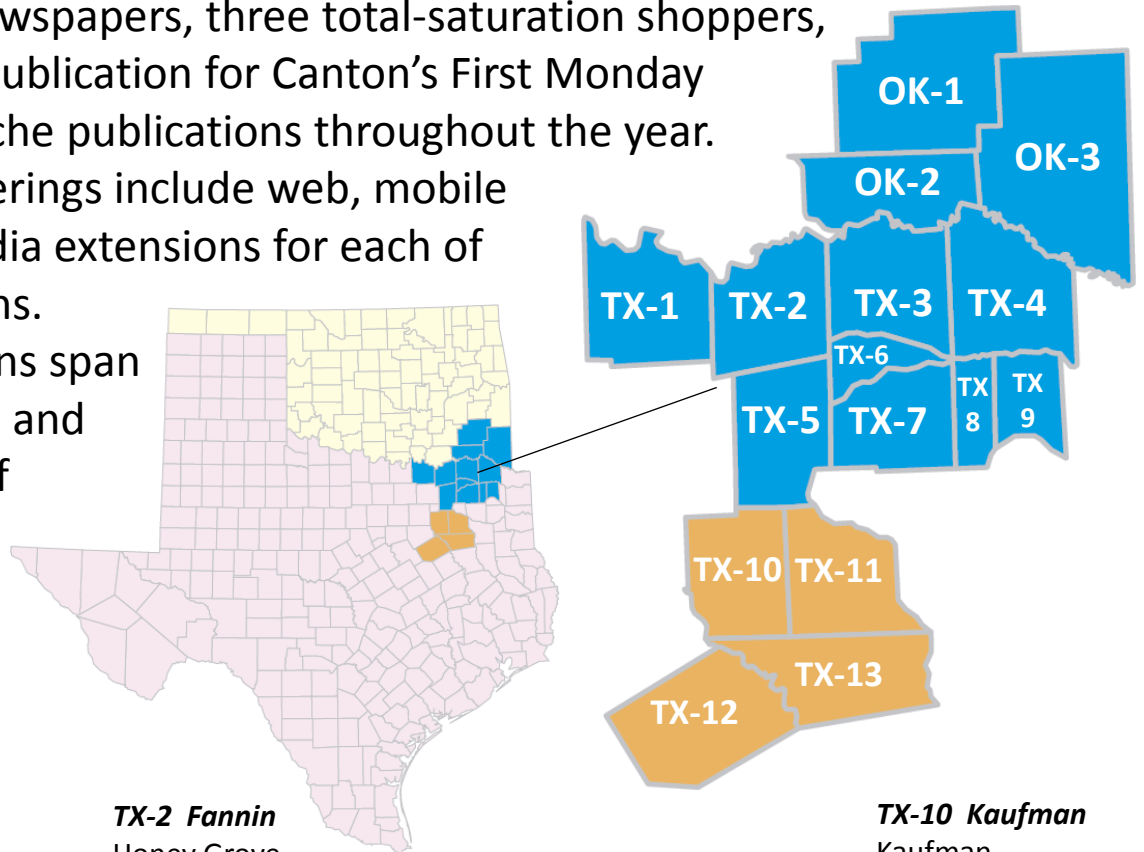
Van Zandt Newspapers, LLC
103 E. Tyler St. / Canton, TX. 75103

Phone: 903-567-4000 / Fax: 903-567-6076

Van Zandt Newspapers

Reaching over 185,000 Readers Weekly

The Van Zandt Newspaper group publishes six weekly community newspapers, three total-saturation shoppers, one monthly publication for Canton's First Monday and several niche publications throughout the year. Our digital offerings include web, mobile and social media extensions for each of our publications. Our publications span over 150 miles and cover a total of 16 counties in NE Texas.



OK-1 Pushmataha

Antlers
Rattan

OK-2 Choctaw

Boswell
Ft. Towson
Grant
Hugo
Sawyer
Soper

OK-3 McCurtain

Broken Bow
Garvin
Idabel
Millerton
Ringold
Soper

TX-1 Grayson

Sherman
Denison

TX-2 Fannin

Honey Grove
Bonham

TX-3 Lamar

Cunningham
Chicota
Petty

Roxton
Brookston
Pattonville

Arthur City
Sumner

Blossom
Powderly

Reno/Paris
Paris

Deport

TX-4 RedRiver

Bogata
Detroit
Clarksville

TX-5 Hunt

Quinlan
West Tawakoni

TX-6 Delta

Cooper

TX-7 Hopkins

Cumby
Sulphur Springs

TX-8 Franklin

Mt.Vernon

TX-9 Titus

Mt. Pleasant
Winfield

TX-10 Kaufman

Kaufman
Mabank
Terrell

TX-11 Van Zandt

Canton
Grand Saline
Van

Wills Point

TX-12 Navarro

Corsicana
Kerens
Powell

TX-13 Henderson

Athens
Crossroads
Gun Barrel City
Malakoff



Van Zandt Newspapers

VAN ZANDT COUNTY

Reaching over 33,000 Readers Weekly



Lake Area Leader

Free TMC serving Kaufman, Henderson, Navarro and Van Zandt Counties.
Publishes every Wed.
VZC Circulation- 5,200
Total Circulation - 26,000



Wills Point Chronicle

Publishes every Friday
Circulation - 2,000



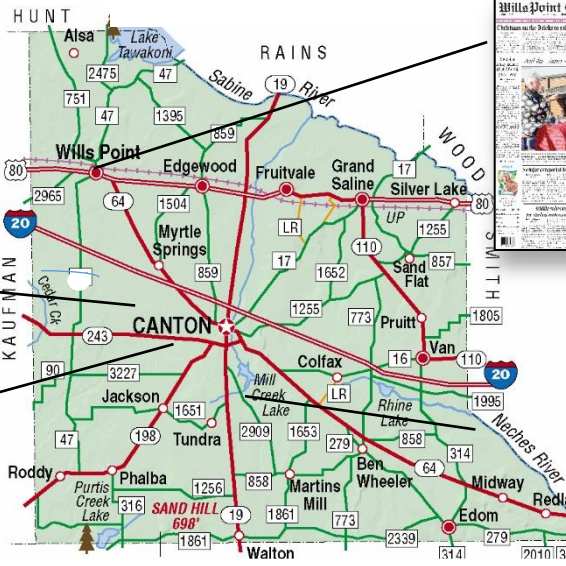
Canton Herald

Publishes every Thursday
Circulation - 3,200



Van Zandt News

County Newspaper
Publishes every Sunday
Circulation - 4,000



HUNT COUNTY

Reaching over 1,800 Readers Weekly



Wills Point Chronicle

Publishes every Friday
Hunt Co. Circulation - 800
Circulation - 2,000



Van Zandt Newspapers

KAUFMAN COUNTY

Reaching over 55,000 Readers Weekly



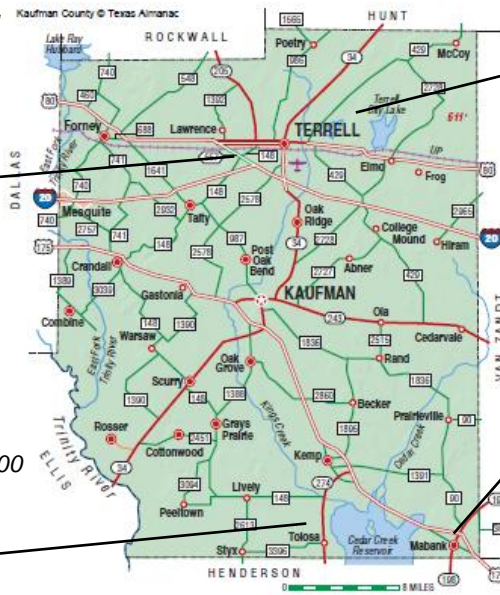
Tribune UPDATE
 Free TMC serving Terrell and the surrounding area.
 Publishes every Wednesday.
 Total Circulation – 10,500



The Terrell Tribune
 Serving Terrell and the Surrounding areas.
 Publishes Saturday
 Circulation – 2,300



Lake Area Leader
 Free TMC serving Kaufman, Henderson, Navarro and Van Zandt Counties.
 Publishes every Wednesday.
 Kaufman Co. Circulation – 6,500
 Total Circulation – 26,000



The Monitor
 Serving Mabank, Gun Barrel City, Seven Points, Tool, Eustace, Log Cabin and Payne Springs
 Publishes Thursday & Sunday.
 Circulation – 5,000 each

HENDERSON COUNTY

Reaching over 38,000 Readers Weekly



The Monitor
 Serving Mabank, Kerens Gun Barrel City, Athens Seven Points, Tool, Eustace, Log Cabin and Payne Springs
 Publishes Thursday & Sunday.
 Circulation – 5,000 each

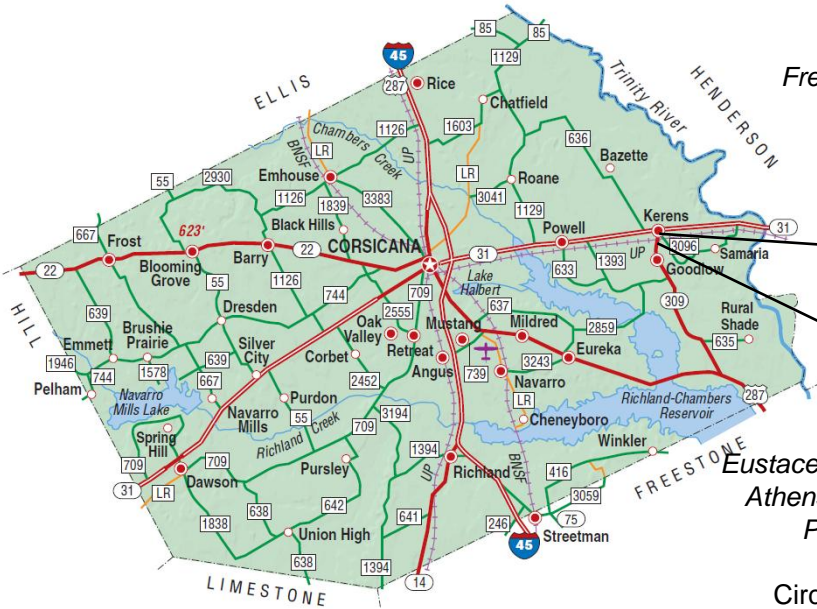


Lake Area Leader
 Free TMC serving Kaufman, Henderson, Navarro and Van Zandt Counties.
 Publishes every Wednesday.
 Henderson County Circulation – 11,700
 Total Circulation – 26,000



NAVARRO COUNTY

Reaching over 26,000 Readers Weekly



Lake Area Leader
 Free TMC serving Kaufman, Henderson,
 Navarro and Van Zandt Counties.
 Publishes every Wednesday.
 Navarro County circulation – 6,500
 Total circulation – 26,000

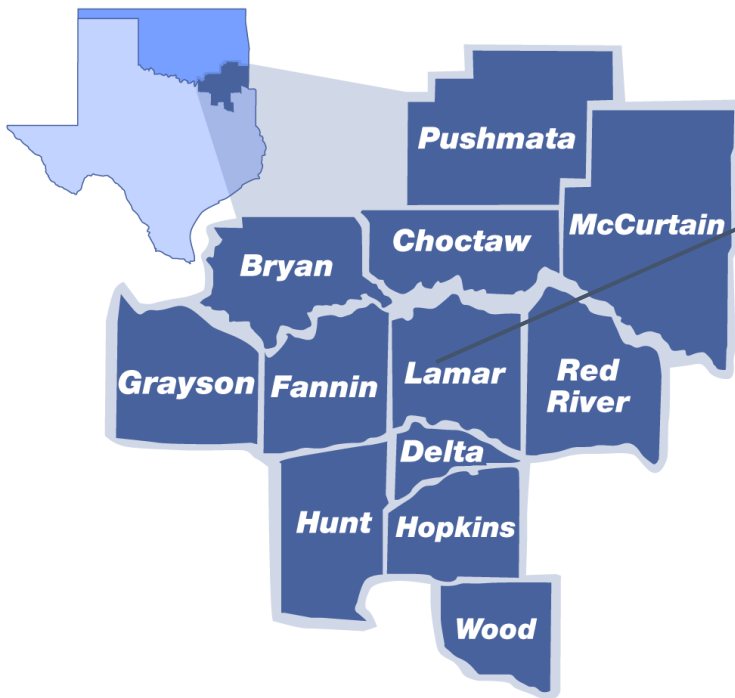


The Monitor
 Serving Mabank,
 Gun Barrel City,
 Seven Points, Tool,
 Eustace, Log Cabin, Kerens,
 Athens and Payne Springs
 Publishes Thursday &
 Sunday.
 Circulation – 5,000 each



LAMAR COUNTY & BEYOND

Reaching over 32,000 Readers Weekly



THE SHOPPER
 Free Total Market Coverage (TMC)
 serving twelve counties in NE
 Texas & SE Oklahoma
 Over 14,000 direct mailed
 Publishes every Wednesday
 circulation – 14,000

Van Zandt Newspapers

Reaching even more online.

The following pages show how our advertisers reach even more customers with our web presence. We reach an additional 25% - 50% more readers online.

The following reports are based on our March 2020 activity for three of our Van Zandt County publications.

Visit us online:

www.thecantonherald.com
www.willspointchronicle.com
www.vanzandtnews.com
www.terrelltribune.com
www.themonitor.net
www.dseshopper.com
www.cantonguide.com

CANTON HERALD

Print
Circulation

3,200

Print
Readership

8,000

Web
Readership

3,307

Total

11,307



3,307

Unique Users

■ = 100 persons



9,127

Pageviews

■ = 200 persons



106

Average user
per day

■ = 10 persons



50%
Mobile visits



300

eEdition
subscribers

■ = 10 persons

Population

3,500



Van Zandt Newspapers

Wills Point Chronicle

Print
Circulation
2,000


Print
Readership
5,000

Web
Readership
2,683

Total
7,683

 **2,683**
Unique Users
■ = 100 persons

 **5,448**
Pageviews
■ = 100 persons

 **86**
Average user
per day
■ = 10 persons



 **300**
eEdition
subscribers
■ = 10 persons

Population
3,665

Van Zandt News

Print
Circulation

4,000

Print
Readership

10,000

Web
Readership

3,903

Total

13,903



3,903

Unique Users

■ = 100 persons



12,481

Pageviews

■ = 200 persons



125

Average user
per day

■ = 10 persons



300

eEdition
subscribers

■ = 10 persons

Population

56,000



Van Zandt Newspapers

COMBINATION BUYS

Combine newspapers and **EXPAND YOUR REACH!**
SAVE money on your advertising investment.

**SAVE up to
 30% OFF
 Open Rate**

Publication	Open Rate	SUPER EAST TEXAS POWER BUY 10" Minimum	EAST TEXAS POWER BUY 10" minimum	Van Zandt County, Terrell Tribune, Terrell Advertiser Update	Van Zandt County, 2 Monitors, Lake Area Leader	Terrell Tribune, Terrell Advertiser Update, 2 Monitors, Lake Area Leader	Van Zandt County Combo
Canton Herald	\$8.00						
Wills Point Chronicle	\$8.00						
Van Zandt News	\$8.00						
The Terrell Tribune	\$8.00						
Terrell Advertiser Update	\$11.00						
The Monitor	\$6.00						
Lake Area Leader	\$9.50						
The Shopper	\$10.00						
	\$68.50	\$48.00	\$40.00	\$35.00	\$21.00	\$21.00	\$16.00



2020 Ad Specifications

Color, Premium Positions, Inserts

Advertising Specs

Display Ads (SAU)

1 COL.	1.6019"
2 COL.	3.3149"
3 COL.	5.0279"
4 COL.	6.741"
5 COL.	8.454"
6 COL.	10.167"

Full page size: 10.375" x 21.5"
129" page

Tab Display Ads

Full Page	10" x 10"
1/2 Page	10" x 4.9584"
1/4 Page	4.9584" x 4.9584"
1/8 Page	4.9584" x 2.4458"

Modular sizes only

Classified Ads

1 COL.	1.1737"
2 COL.	2.4584"
3 COL.	3.7432"
4 COL.	5.0279"
5 COL.	6.3127"
6 COL.	7.5975"
7 COL.	8.8822"
8 COL.	10.167"

Full page depth 21.5"
172" page

CANTON GUIDE

Full Page	10" x 10"
1/2 Page	10" x 4.9584"
1/4 Page	4.9584" x 4.9584"
1/8 Page	4.9584" x 2.4458"

Modular sizes only

Color Rates

1 paper: \$60 for black + 1 color / \$150 for full color

3 or 4 papers: \$120 for black + 1 color / \$300 for full color

All papers: \$240 for black + 1 color / \$800 for full color

Premium Positions

Premium Positions are available with a 25% and are based on availability.

Preprinted Insert Rates

	Single Sheet	4-6 pgs.	8-10 pgs.	12-14 pgs.
Cost per thousand:	\$55	\$65	\$75	\$85

Prices are net. No agency discounts. Inserts must be reserved and delivered 10 days prior to publication date to:

TCM Printing / 313 E. Tyler St., Longview, TX 75601 / 903-237-7797



Van Zandt Newspapers

2020 Print Art Guidelines

Print Ads Artwork

Overview / File Formats

We accept high resolution CMYK PDF files, press quality setting, with all fonts embedded. We can work with EPS and Tiff files as well. JPEGS are normally low resolution and will not print well and are not recommended. Any file that is sent as RGB file will be returned to sender and asked to be converted to CMYK.

Scan Formats and Resolution

All scans you wish to use should be converted into CMYK or Grayscale mode prior to placement in your layout program. Resolution, enlargement and line screen all work together in determining how well a scan will print. Resolution is the number of pixels per linear inch in the final printed image, if the scan is placed at 100%. If a scan is enlarged in an art program (Quark, Illustrator, InDesign, etc.), the number of pixels per inch is reduced and the scan quality will also be reduced. The opposite is true if the scan is reduced, when placed at less than 100% of its actual size the number of pixels per inch increases. 300 dpi is acceptable for photo scans and 600 dpi or greater is recommended for line scans. Avoid using graphics and logo's downloaded from the internet as these are poor quality, usually only 72 dpi, which can cause a "halo" of dirt around them when printed.

Color

- Include all Process colors with the file
- Remove all unused color from the file. Only the colors printing should be used in the art file and visible in the swatches palette.
- **Please be sure to define all colors as process colors (CMYK)** Your monitor will usually not display accurate colors and should not be trusted for precise color control and final color decisions. Monitors and color printers are all calibrated differently and do not represent the effects that dot gain may have on an image.

CMYK Guidelines

If you expect a true yellow use 100% yellow with no additives. For example: Do not mix 5% cyan with 100% yellow the end result will be a light lime yellow. If you expect a true red use 100% Magenta and 100% Yellow with no additives. Adding Cyan or Black will cause it to be darker or muddier looking.

Make sure your black text is not on all 4 plates. Keep in mind that custom colors that are converted to CMYK do not always maintain their original brilliance or hue.

Type

All text should be created in vector format, this includes Illustrator, QuarkXPress, and Freehand. Vector artwork consists of lines and curves that form shapes stored as a series of mathematical instructions. Vector based graphics and text will have smooth edges. Text created in raster-based programs like Adobe Photoshop or other raster based programs will have jagged, rastered edges, making smaller text difficult to read. All fonts must be embedded in the high resolution, press quality, PDF file.

The smallest typeface recommended is:

- 6 pt when typeface is solid black
- 7 pt when typeface is in a color
- 7 pt when typeface is a white reverse on black
- 7 pt when typeface is reversed on any colored background

Any type below these recommendations may not be legible when printed. We do NOT recommend using condensed or serifed fonts for reversed-out text, as the thinner portions of the letters will have a tendency to fill in. Watch for any areas of the text that are less than .01 of an inch in thickness as these may not reproduce well.

Gradients

The smallest dot that can be used for our printing plates may be as small as 5% but may gain as much as 20% on the press due to the nature of the plate material and the printing process. Please keep screens at 5% or more. Screens over 85% may appear as solid colors due to press dot gain.

Complying with the afore mentioned guidelines will help to ensure that supplied art can be processed timely and will reproduce as well as possible.

Please contact us with any questions:
903-567-4000 or tim@vanzandtnews.com



EXPLORE

A guide to the places, people and history in and around Van Zandt County



**THE ONLY NEWCOMERS
GUIDE IN VAN ZANDT
COUNTY!**

Don't miss your opportunity to be a part of our Award-Winning EXPLORE Magazine! This highly anticipated NEWCOMERS GUIDE provides locals and newcomers with an overview of our county's history, communities, events, destinations and much more. Over 6,000 copies of EXPLORE will be available in area hotels, businesses and high-traffic visitor areas throughout the county for an entire year. In addition, copies of EXPLORE are sent to neighboring chamber and tourism centers as well as Texas travel centers on our north and eastern borders. Editorial Features will include: Community profiles, entertainment venues, historical information, events calendar, veteran's information, libraries information, parks and recreation facility locations and listings of churches, historical markers, restaurants and more. Electronic editions of EXPLORE will be available on all Van Zandt Newspaper websites for 12 months at no additional charge.

**RESERVE YOUR AD in the
2020 / 2021 Edition TODAY!**

Ad Size

Full Page

Half Page

Quarter Page

Full Color

\$800

\$500

\$350

Premium Positions

Inside front, center spread, inside back and back page are available with a premium charge. Contact your sales representative for more information.

RESERVE Advertising space in the 2020/2021 issue by contacting one of our sales representatives at 903-567-4000 or email brad@vanzandtnews.com

ADVERTISING SPACE DEADLINE: FRIDAY JUNE 12, 2020

103 E. Tyler St., Canton, Texas 75103 * 903-567-4000 * 903-567-6076 (fax)

STAY AT THE FOREFRONT OF ADVERTISING OPPORTUNITIES



Enhanced E-Mail Marketing

REACH YOUR TARGET AUDIENCE BY:

INTEREST

- Boat Owner
- Equestrian
- Home Improvement
- Household Income
- Nature and Outdoors
- Sports
- Aviation
- Gaming
- Gun Owners
- Alternative Medicine
- Do-It Yourself Remodeling
- ATV
- Cars
- Trucks
- Motorcycles
- Camping / Hiking
- Hunting and Fishing
- Technology Interest

OCCUPATIONS

- Blue Collar
- Home Maker
- Health Services
- Farmers / Dairyman
- Job Seeker
- Truck Drivers
- Teacher
- Military
- Career Change Interest

DEMOGRAPHICS

- Age
- Presence of Children
- Gender
- Household Income
- Net Worth

AUTO INFORMATION

- Auto Intenders - New or Used
- Make and Model
- Auto Year
- Type and Body

HOUSING

- Home Value
- Home Owner
- Renter
- Excellent Credit

CREDIT LEVELS

- Poor Credit
- Fair Credit
- Good Credit
- Excellent Credit

THIS IS JUST A SMALL SAMPLE OF TARGETING OPTIONS!

Van Zandt Newspapers



Van Zandt Newspapers

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