

# The Surplus Line Reporter, Inc. 2017 Rate Card

## TEXAS

### BLACK & WHITE SPACE RATES, PER INSERTION

Size	1 Time	3Times	6Times	12 Times
Outside Cover	\$900	\$837	\$778	\$701
Full Page	\$819	\$762	\$708	\$638
1/2 Page Island	\$624	\$580	\$540	\$486
1/2 Page	\$515	\$479	\$445	\$401
1/3 Page Square	\$410	\$381	\$355	\$319
1/3 Page	\$363	\$338	\$314	\$283
1/4 Page	\$287	\$267	\$248	\$223
1/8 Page	\$165	\$153	\$143	\$128
1/16 Page	\$84	\$78	\$73	\$65

### MECHANICAL REQUIREMENTS

All ads must be submitted via digital files, either through e-mail, 100 MB Zip disks (PC formatted) or CD Roms (PC formatted). Mac files will not be accepted. Please "collect for output" fonts and links when sending files to us. Images are to be a minimum of 300 dpi (bitmaps 600 dpi). Acceptable formats are files saved as Adobe Acrobat Reader, QuarkXPress versions 3.3x - 4.1, Microsoft Publisher 2000, or images saved as .eps or .tif.

### PRODUCTION OF ADS

There is no charge for production of ads that run for at least three insertions.

Outside production charges are available on request.

### CLOSING DATES

Space must be reserved by the 1st day of the month in which publication is issued. Cancellations are not accepted after the 5th day of the month in which the publication is issued. Mechanicals are due by the 10th of the month in which the publication is issued.

### SPECIAL POSITIONS

Charge for special positions is rate plus 20 percent. **No ads are sold on page 1.**

Special positions limited to 1/3 page or larger, except for outside back cover, which requires a 1/2 page island size.

### COLOR

Color reproduction is \$120 per color. Please use CMYK color when producing four color ads.

### TERMS

Bills are rendered with publication, and terms are 10 days net.

### PRINTING INFORMATION

The **Surplus Line Reporter Newspapers** are printed web offset. The **TEXAS Newspaper** is printed on Hi-Brite, the **LOUISIANA Newspaper** on newsprint.

## LOUISIANA

### BLACK & WHITE SPACE RATES, PER INSERTION

Size	1Time	3 Times	6Times	12 Times
Outside Cover	\$756	\$703	\$654	\$588
Full Page	\$687	\$639	\$594	\$535
1/2 Page Island	\$525	\$488	\$454	\$409
1/2 Page	\$433	\$403	\$375	\$337
1/3 Page Square	\$336	\$312	\$291	\$262
1/3 Page	\$305	\$284	\$264	\$237
1/4 Page	\$242	\$225	\$209	\$188
1/8 Page	\$137	\$127	\$118	\$107
1/16 Page	\$74	\$69	\$64	\$58

### COMMISSIONS: Ad AGENCIES

All rates are net to publisher. Payment is due 30 days from date of invoice for ad agencies.

### INSERTS

The charge for inserts is the same as the rate for the outside back cover. Inserts are to be furnished completely printed and folded, ready for insertion.

No insert will be accepted that is larger than 10" x 14" flat, or smaller than 8 1/2" x 11" flat.

### CONTRACT & COPY REGULATIONS

Publisher is not responsible for errors occurring in key numbers. Liability of publisher for other errors in ads produced by **The Surplus Line Reporter** newspapers is limited to cost of space.

### PAST DUE ACCOUNTS

Advertiser will be responsible for attorney fees and court costs for any account turned over for collection.

### MAILING INSTRUCTIONS

All inquiries should be mailed to: The Surplus Line Reporter, Inc., P.O. Box 1089, Gretna, LA 70054.

### GENERAL

The publisher reserves the right to refuse any copy or advertising materials which he feels may be libelous or objectionable in content.

Advertising which simulates editorial content will be accepted only if it carries the caption "Advertisement" and is set apart from editorial content with rules.

Advertising rate earned is based on the total number of separate insertions in any 12 regular issues within a 12 month period.

A larger ad may not be broken down into smaller units.

Cancelled contracts are short rated to the frequency used.

Any ad larger than the size specified in the mechanical requirements will earn the rate for the next larger size ad.