

# *2021 Media Kit*

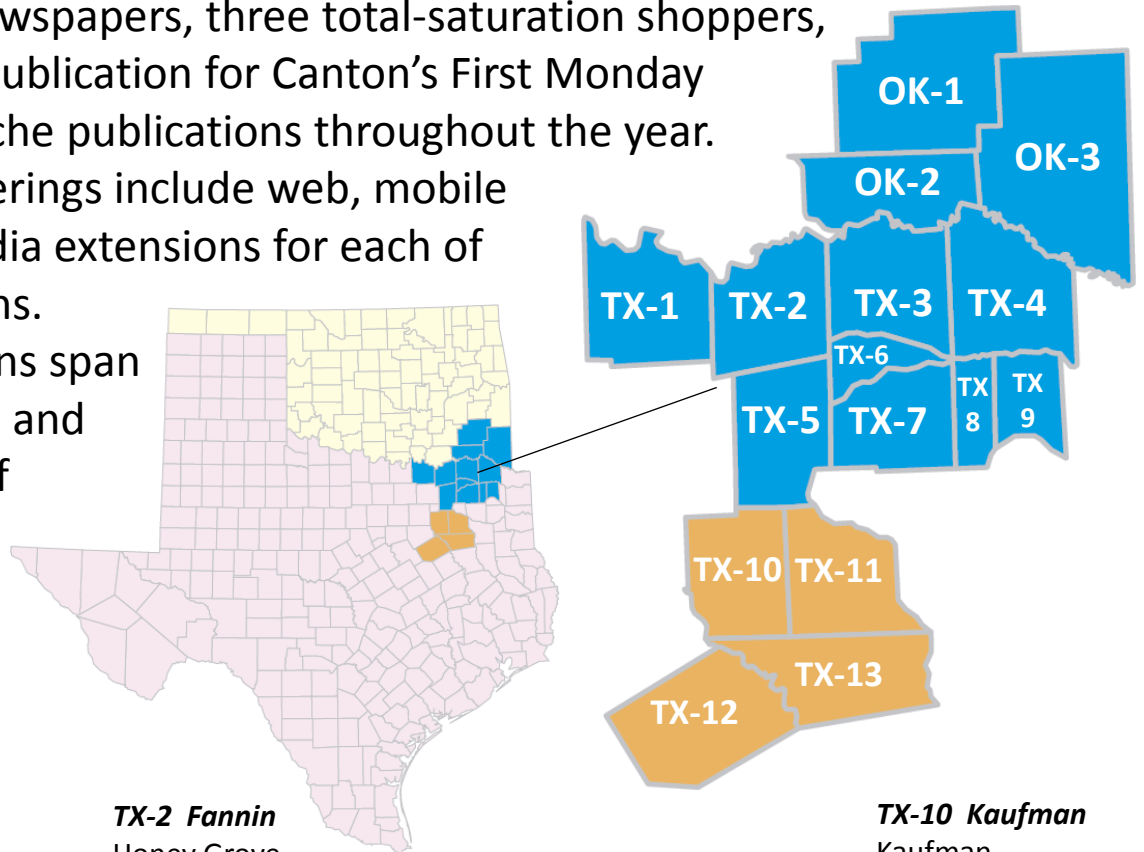


**Van Zandt Newspapers, LLC**  
103 E. Tyler St. / Canton, TX. 75103  
Phone: 903-567-4000 / Fax: 903-567-6076

# 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



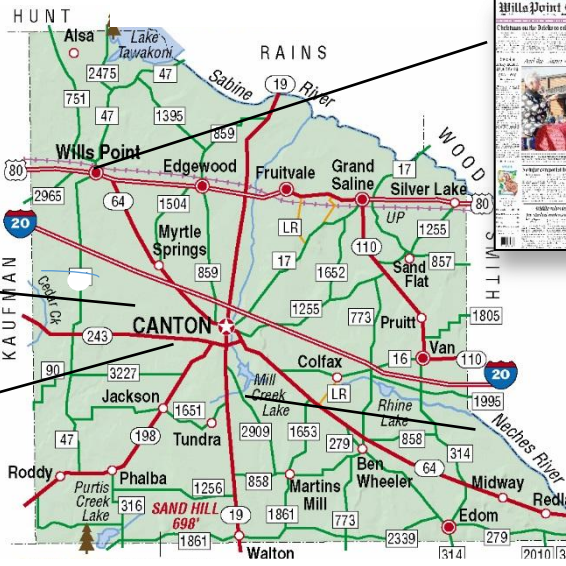
## Canton Herald

Publishes every Thursday  
Circulation - 3,200



## Van Zandt News

County Newspaper  
Publishes every Sunday  
Circulation - 4,000



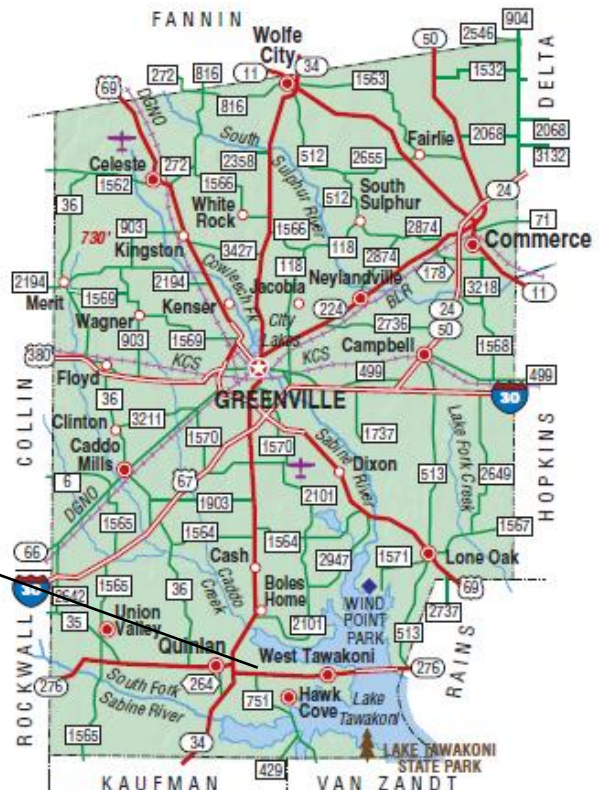
# HUNT COUNTY

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



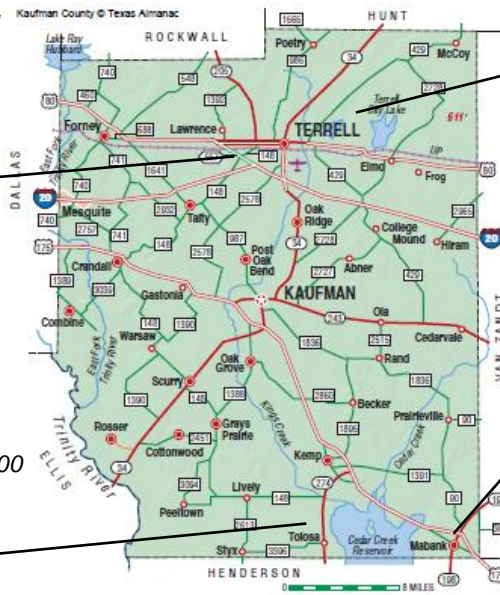
**Tribune UPDATE**  
 Free TMC serving Terrell and the surrounding area.  
 Publishes every Wednesday.  
 Total Circulation – 10,500



**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

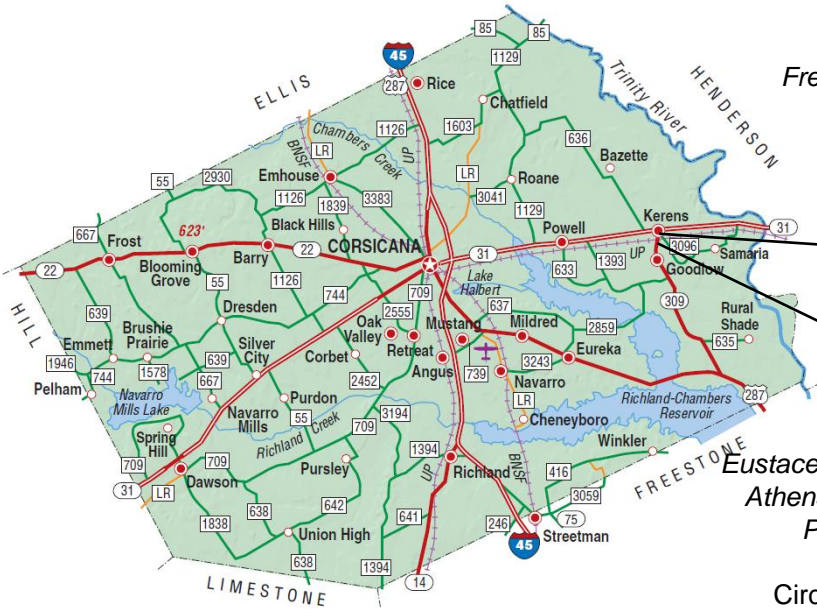


**Lake Area Leader**  
 Free TMC serving Kaufman, Henderson, Navarro and Van Zandt Counties.  
 Publishes every Wednesday.  
 Henderson County Circulation – 11,700  
 Total Circulation – 26,000



# 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

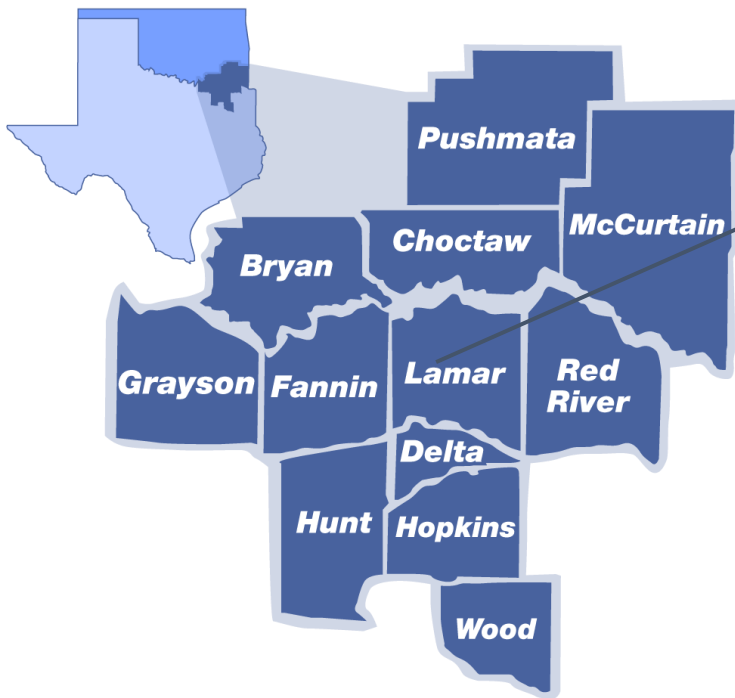


**The Monitor**  
 Serving Mabank,  
 Gun Barrel City,  
 Seven Points, Tool,  
 Eustace, Log Cabin, Kerens,  
 Athens and Payne Springs  
 Publishes Thursday &  
 Sunday.  
 Circulation – 5,000 each



# 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](http://www.thecantonherald.com)  
[www.willspointchronicle.com](http://www.willspointchronicle.com)  
[www.vanzandtnews.com](http://www.vanzandtnews.com)  
[www.terrelltribune.com](http://www.terrelltribune.com)  
[www.themonitor.net](http://www.themonitor.net)  
[www.dseshopper.com](http://www.dseshopper.com)  
[www.cantonguide.com](http://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

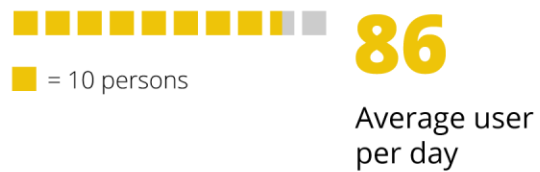
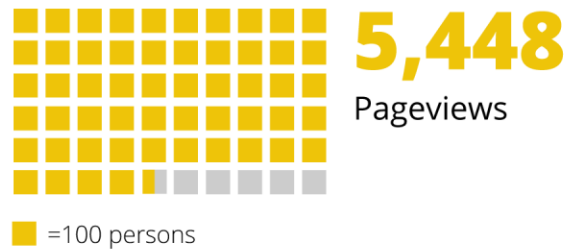
# Wills Point Chronicle

Print  
Circulation  
**2,000**

Print  
Readership  
**5,000**

Web  
Readership  
**2,683**

Total  
**7,683**



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



**50%**  
Mobile visits



**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



# 2021 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.
<b>Cost per thousand:</b>	\$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

# 2021 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](mailto:tim@vanzandtnews.com)



# EXPLORE

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



**D**on'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.

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

**RESERVE YOUR AD in the  
2021 / 2022 Edition TODAY!**

**Ad Size**

**Full Color**

**Premium Positions**

**Full Page**

**\$800**

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

**Half Page**

**\$500**

**Quarter Page**

**\$350**

**RESERVE Advertising space in the 2021 / 2022 issue by contacting us at  
903-567-4000 or email [brad@vanzandtnews.com](mailto:brad@vanzandtnews.com)**

**ADVERTISING SPACE DEADLINE: FRIDAY June 11, 2021**  
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

# Advertising Contacts:

**Advertising Manager:**

**Karla Dunson**

[sales@vanzandtnews.com](mailto:sales@vanzandtnews.com)

903-567-4000

**David Barber**

[advertising@vanzandtnews.com](mailto:advertising@vanzandtnews.com)

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