

MVTC DISTRIBUTION BY DAY AND ZIP CODE

WEDNESDAY / SUNDAYS

City	Zip Code	Home	Rack*
Weslaco	78596	8000	
Mercedes	78570	2500	
Donna	78537	2800	
Progreso	78579	1000	
Elsa	78543	1100	
Edcouch	78538	900	
La Villa	78562	300	
Convenience Stores*			5,400
Restaurants			
Hotels			
Total Distribution	22,000	16,600	5,400

Source: Certified Audit of Circulations, Inc. September 2007

Mid-Valley Town Crier

RETAIL

Wednesday & Sunday

Open Rate \$18.89
Group 3+ Papers \$18.89

Daily Contract

\$50,000	\$15.67
\$100,000	\$14.88
\$200,000	\$14.28
\$300,000	\$13.69
\$700,000	\$12.89

CLASSIFIED

Open Rate

Daily \$14.29
 Sunday \$14.29

All color ad placements are subject to the mechanical capabilities of the press.
 Double truck color charges as two separate pages.

Special Ink colors			
Per newspaper, per day, per page			
	1 color	2 color	3 color
All Newspapers	\$310.00	\$363.00	\$551.00

Standard Ink Colors (Yellow, Cyan & Magenta)	
Per newspaper, per day, per page	
1 Spot Color	add 10% to ad cost
Full Color	add 20% to ad cost

INSERT CONTRACT RATES

Inserts	up to 12x/year				
	Open Rate	5%	10%	15%	20%
Up to 4pg	\$54.00	51.00	49.00	46.00	43.00
6pg	\$56.00	53.00	50.00	48.00	45.00
8pg	\$58.00	55.00	52.00	49.00	46.00
12pg	\$60.00	57.00	54.00	51.00	48.00
14pg	\$60.00	57.00	54.00	51.00	48.00
16pg	\$62.00	59.00	56.00	53.00	50.00
20pg	\$64.00	61.00	58.00	54.00	51.00
24pg	\$67.00	64.00	60.00	57.00	54.00
28pg	\$69.00	66.00	62.00	59.00	55.00

*\$5cpm zoning charge

* Call for modular size discounts & additional contract availability



(956) 683-4161