



DRIPPING SPRINGS
Texas

OFFICIAL NEWSPAPER APPLICATION

FISCAL YEAR 2024 – APPLICATION DUE SEPTEMBER 28, 2023

APPLICANT INFORMATION

Name of Publication: News-Dispatch

Physical Address: 113 W. Center Street City: Kyle Zip Code: 78640

Mailing Address: Same City: Same Zip Code: Same

Main Phone: 512-268-7862

Website Address: www.haysnewsdispatch.com

CONTACT INFORMATION

Check here if a contact list is attached.

Main Contact

Name: Ashley Kontnier

Phone: 512-268-7862

Email: publisher@bartonpublicationsinc.com

Publications and Notices

Name: Ashley Kontnier

Phone: 512-268-7862

Email: paper@haysnewsdispatch.com

Press Releases

Name: Megan Navarro

Phone: 512-268-7862

Email: news@haysfreepress.com

REQUIRED CRITERIA

Please select "YES" or "NO" for each set of criteria below.

1. Newspaper devotes not less than 25% of total column lineage to general items. Yes
2. Newspaper is published at least once per week. Yes
3. Newspaper is entered as 2nd Class Postal Matter in the county were published. Yes
4. Newspaper has been published regularly and continuously for the past 12 months. Yes
5. Newspaper has not omitted more than two issues in the past 12 months. Yes
6. Newspaper public notices are accessible to the public on the newspaper's website at no cost. Yes
7. Newspaper submits published notices to the Texas Press Association. Yes

SUBSCRIBER & DISTRIBUTION INFORMATION (2022)

500 Total number of subscribers (website and print copy, not including kiosk deliveries)

90 Subscribers in 78620

18 Subscribers in 78619

22 Subscribers in 78737

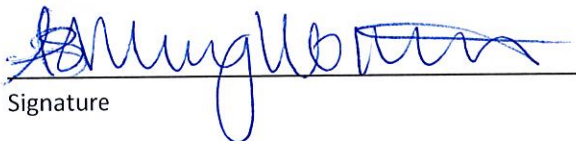
100 Total number of kiosk placements in Dripping Springs (City & ETJ)

STATEMENT OF UNDERSTANDING

I UNDERSTAND THAT PURSUANT TO TEXAS GOVERNMENT CODE SECTION 2051.045 LEGAL RATE CHARGED FOR PUBLICATION, THAT THE LEGAL RATE FOR PUBLICATION OF A NOTICE IN A NEWSPAPER IS THE NEWSPAPER'S LOWEST PUBLISHED RATE FOR CLASSIFIED ADVERTISING, AND SECTION 2051.051 BILL FOR PUBLICATION, THAT A NEWSPAPER THAT PUBLISHES A NOTICE SHALL SUBMIT A BILL FOR THE PUBLICATION WITH A CLIPPING OF THE PUBLISHED NOTICE AND A VERIFIED STATEMENT OF THE PUBLISHER THAT: (1) STATES THE RATE CHARGED, (2) CERTIFIES THAT THE RATE CHARGED IS THE NEWSPAPER'S LOWEST PUBLISHED RATE FOR CLASSIFIED ADVERTISING, AND (3) CERTIFIES THE NUMBER AND DATES OF PUBLICATION.

I understand that the following must be attached to this application in order to be considered:

- 1) Rate sheet for public notice, legal notice, tax rate hearing and publication affidavit; and
- 2) Completed Conflict of Interest Questionnaire.


Signature

09/20/2023
Date

Ashley Kontnier, Publisher
Printed Name and Title

BARTON PUBLICATIONS, INC.

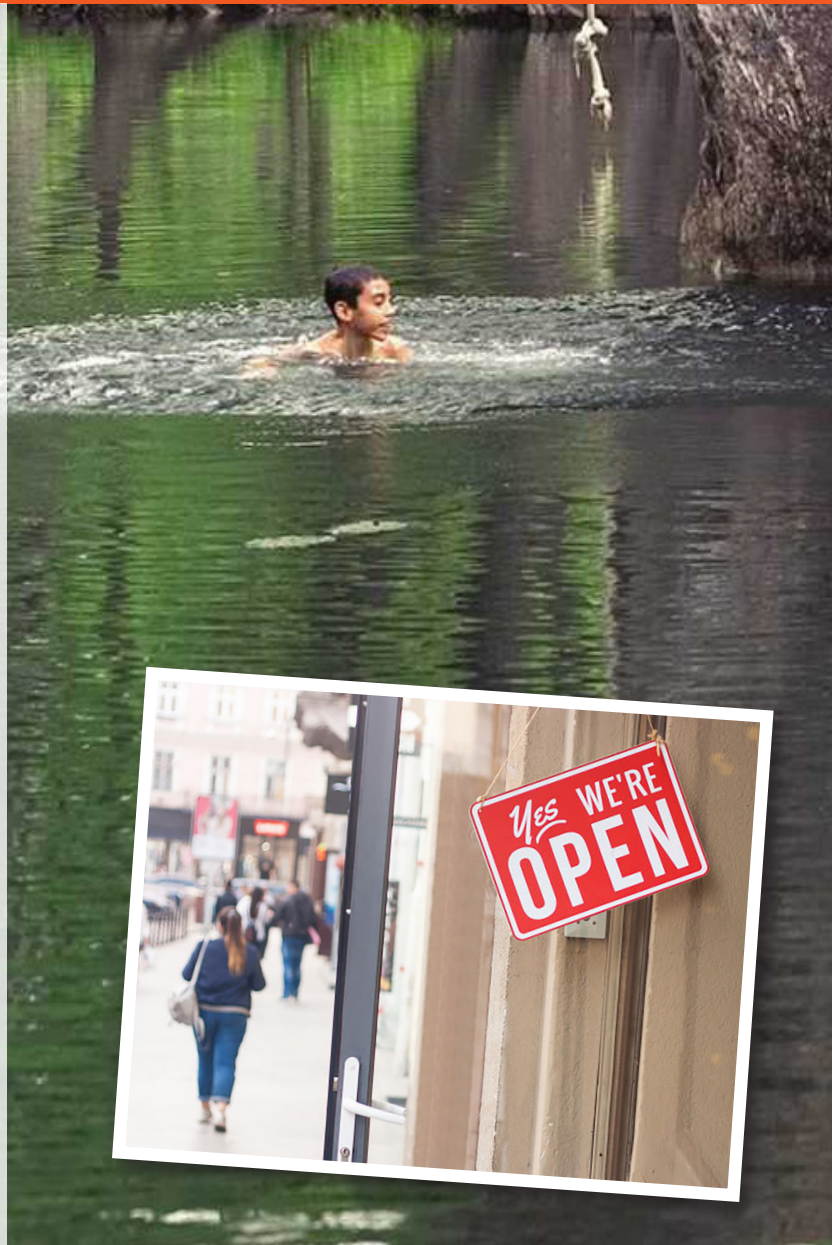
Hays Free Press and News-Dispatch

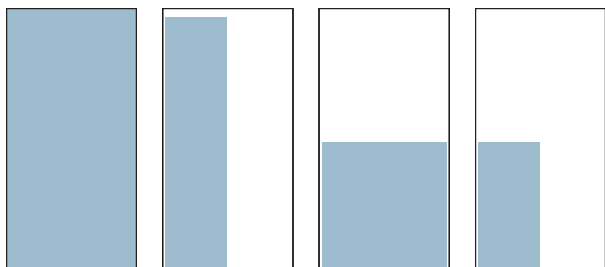
CONSOLIDATED RATE SHEET

Barton Publications, which prints the *Hays Free Press*, the *News-Dispatch* and the *Hays County Echo*, is the oldest continuously family-run - and home grown - business in northern Hays County.

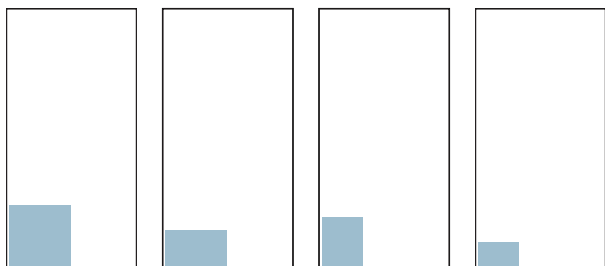
It is strong to this day, expanding coverage, adding new products and branching out in many ways.

Please contact us to talk about marketing, stories or to subscribe: 512-268-7862.





Full page Half page vertical Half page horizontal Quarter page vertical



Eighth page 3 col. x 3" 2 col. x 4" 2 col. x 2"

Hays Free Press

Full Page

6 col. x 20.125 inches
(10" w x 20.125" h)
One X = \$1291
Four X = \$1097
Thirteen X = \$1031

Half Page

6 col. x 10 inches
or 3 col. x 20.125 inches
(10" w x 10" h)
One X = \$645
Four X = \$550
Thirteen X = \$518

Quarter Page

3 col. x 10 inches
(4.9375" w x 10" h)
One X = \$330
Four X = \$289.50
Thirteen X = \$264

Eighth Page

3 col. x 5 inches
(4.9375" w x 5" h)
One X = \$172.50
Four X = \$146.60
Thirteen X = \$137.80

3 col. x 3 inches
(4.9375" w x 3" h)

One X = \$103.50
Four X = \$88
Thirteen X = 83

2 col. x 4 inches
(3.25" w x 4" h)

One X = \$92
Four X = \$78.25
Thirteen X = \$73.50

2 col. x 2 inches
(3.25" w x 2" h)

One X = \$46
Four X = \$39.25
Thirteen X = \$37

News-Dispatch

Full Page

6 col. x 20.125 inches
(10" w x 20.125" h)
One X = \$1103
Four X = 937
Thirteen X = 880

Half Page

6 col. x 10 inches
or 3 col. x 20.125 inches
(10" w x 10" h)
One X = \$540
Four X = \$459
Thirteen X = \$432

Quarter Page 3 col.
x 10 inches
(4.9375" w x 10" h)

One X = \$280.50
Four X = \$238.50
Thirteen X = \$204.50

Eighth Page

3 col. x 5 inches
(4.9375" w x 5" h)
One X = \$144.75
Four X = \$123
Thirteen X = \$116

3 col. x 3 inches
(4.9375" w x 3" h)

One X = \$86.85
Four X = \$73.75
Thirteen X = \$69.50

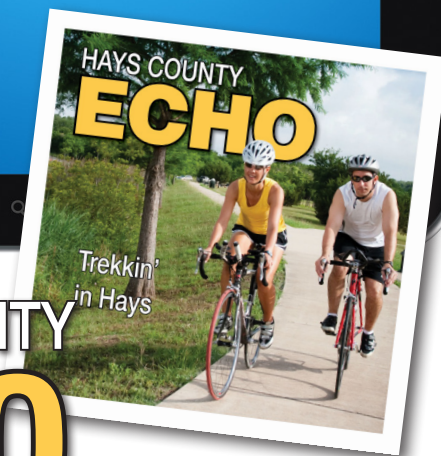
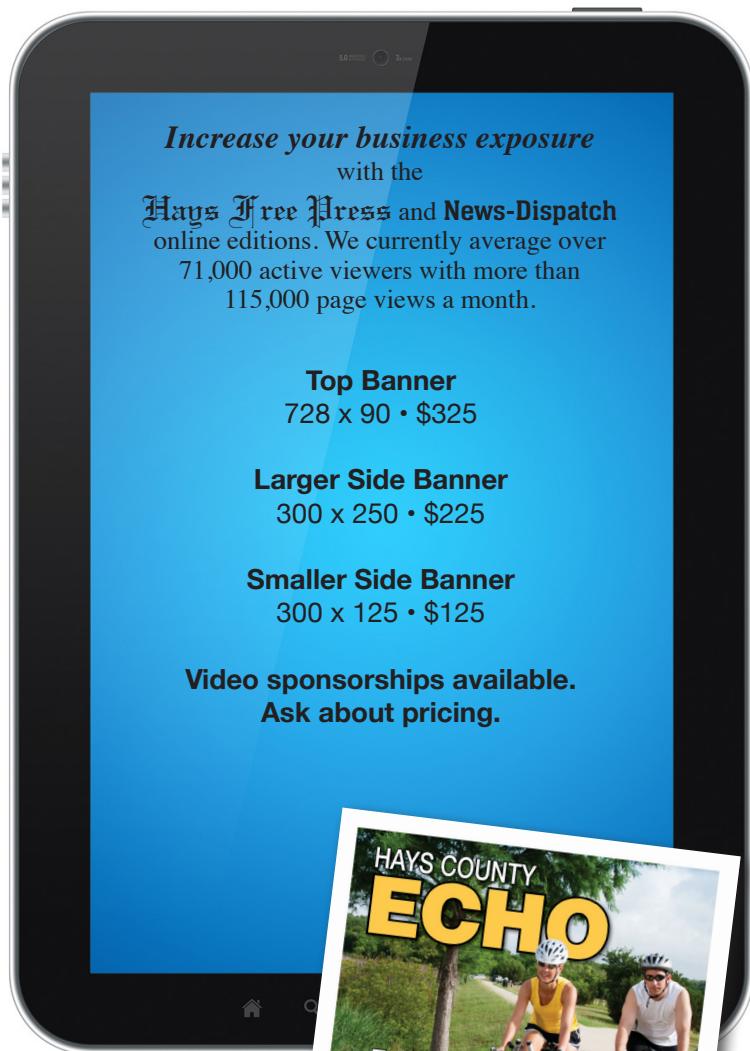
2 col. x 4 inches
(3.25" w x 4" h)

One X = \$77.25
Four X = \$65.50
Thirteen X = \$61.50

2 col. x 2 inches
(3.25" w x 2" h)

One X = \$38.50
Four X = \$32.75
Thirteen X = \$30.75

Full color is available on all ads for an additional \$2.50 per column inch. (15" minimum)



HAYS COUNTY ECHO

Advertise in the Hays County Echo – our quarterly feature tabloid – and reach homes in Buda, Kyle and Dripping Springs

	1X	4X
Full Page	\$760	\$680
(10" w x 10" h)		
1/2 Page	\$450	\$380
(4.94" w x 10" h or 10" w x 4.8125" h)		
1/4 Page	\$225	\$191
(4.94" w x 4.8125" h)		
1/8 Page	\$165	\$140
(4.94" w x 2.4" or 2.375" w x 4.8125" h)		
Back Page Premium.....	\$1000	\$850
(10" w x 10" h)		
Inside Front Cover Premium.....	\$950	\$810
(10" w x 10" h)		

DETAILS, DETAILS, DETAILS

EARNED RATES FOR HAYS FREE PRESS

Retail and Classified Display earned rates are net and based on number of column inches per insertion. Bulk contracts are available.

Agency Rate	14.30
Local Open Rate	11.50
31-50"	11.00
51-90"	10.75
91-126"	10.50
127-168"	10.25
169" +	9.65

EARNED RATES FOR NEWS-DISPATCH

Display earned rates are net and based on the number of column inches per insertion. Bulk contracts available.

Agency Rate	11.25
Local Rate	9.65
31-50"	9.35
51-90"	9.00
91-126"	8.75
127-168"	8.50
169+	8.25

FREQUENCY DISCOUNTS

Contract Discount:

- 13 or more consecutive insertions earn a 20% discount off the earned rate.

COLOR

Full color is available on all ads for an additional \$2.50 per column inch. (15" minimum)



CLASSIFIEDS

- 20 Words.....\$8.00
- Additional Words 50¢

Classified Display ads are charged at regular display rates, based on 6-column format (see Mechanical Requirements)

SPECIALTY PAGES

All ads in these pages require a 13-week minimum contract.

- Church Directory\$18/week
- Service Directory\$30/week
- Business listing on Church Page.....\$18/week
- Professional Directory\$35/week
- Women in Business.....\$45/week (6x commitment)

PRE-PRINTED INSERTS

Hays Free Press

All Inserts are billed for the full run

Up to .25 oz	\$295
to .5 oz	\$365
to 1 oz	\$430
to 1.5 oz	\$465
to 2 oz	\$550
Over 2 oz	Call for Quote

News-Dispatch

Up to .25 oz	\$150
to .5 oz	\$180
to 1 oz	\$225
to 1.5 oz	\$300
to 2 oz	\$350
Over 2 oz	Call for Quote

Call for rates on inserts weighing other amounts

- Finished insert size cannot exceed 10.5" x 12"
- Inserts must arrive at our press no later than 5 p.m. Friday the week prior to publication.
Bryan Eagle Commercial Printing
1729 Briarcrest
Bryan, Texas 77802
(979) 731-4666
- Please call for rates for inserting bulky, undersized coupon books.



DEADLINES

The deadline for display advertising is 5 p.m. Friday the week prior to publication; classified advertising deadline is noon Monday the week of publication.

ACCEPTABLE MATERIALS

Advertisers who produce and provide their own ads should submit Adobe Acrobat PDF files, at 210 dpi with all fonts embedded.

If color, files must also be CMYK, with no four-color black text.

MECHANICAL REQUIREMENTS

Six column broadsheet format. Page depth is 20 inches; column width: 1.56 inches (9.36 picas) wide with .167 inch gutters. Full page width is 10".

A 25% upcharge will be added to the weekly bill for guaranteed placement of ads.

GENERAL POLICIES

- Advertising taller than 18 inches will be billed for the full depth of the page.
- Earned and discounted rates are net to the newspaper.
- Earned and discounted rates apply only to those accounts in good standing.
- Accounts that fall 90 days past-due will lose the discounts and will be back-billed at the Local Open Rate.
- All advertisers are expected to pay in advance unless a credit application has been submitted and approved.
- Advertising that has the appearance of editorial copy will display the word "advertisement" plainly and prominently inside the ad.

Rate Card #2021-10-1



BARTON PUBLICATIONS, INC.

Hays Free Press

113 W. Center Street

Kyle, TX 78640

Phone: (512) 268-7862

www.HaysFreePress.com

www.HaysNewsDispatch.com

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