

Newspaper Advertising

PROPOSAL REQUIREMENTS

Please provide **all** information required in each of the following categories *in the following order*. Proposals that do not include all the required information will be disqualified.

A. Publication History

1. Provide date of establishment. [1888](#)
2. Provide percentage of total column lineage dedicated to general interest items. [Not less than 25%](#)

B. Circulation Information

1. Provide county or counties of circulation. [Dallas, Ellis, Tarrant, Collin, Parker, Rockwall, Denton, Kaufman County](#)
2. Provide verification that newspaper is published at least once a week.
[See legal notification that prints on page 2 of each issue.](#)
3. Provide verification that newspaper is a second-class postal matter.
[USPS Permit No. 142380, also see attached postal report](#)
4. Provide the days of the week that the newspaper is published.
[Weekday, Monday through Friday](#)

C. Advertising Schedule

1. Provide number of days per week your newspaper is able to advertise, including the days and corresponding deadlines for submissions.
[Five days per week, Monday through Friday, excluding major federal holidays. All notices must be received no later than 11:00 am the business day prior to publication. If a price quote or proof is required the deadline is 11:00 am, two \(2\) business days prior to publication.](#)
2. Indicate if email submissions are accepted and include email address to be utilized for submissions.
Notices@dailycommercialrecord.com

D. Pricing Information and formatting

1. Must submit price per column inch, to include a description of the page lay-out (number of columns per page).
[Newspaper layout is 5 columns per page with 1.5 " wide columns rates as follows:](#)

1-time publication:	\$18.00
2-time publication:	\$23.00
3-time publication:	\$27.00
4-time publication:	\$32.00

[The Daily Commercial Record uses 8 pt font size using Helvetica font for all publications unless customer requests specific font and size. The cost for a 4" ad to publish is as follows below:](#)

[1-time publication \\$72.00](#)
[2-time publication \\$92.00](#)

[Deadline for quote and/or proof submissions must be 2 business days prior to publication by 11:00 am the business day prior. This will give both parties enough time to review and approve submittal.](#)
[The affidavit will be emailed on the last date of publication.](#)

E. References

[Provide the names, addresses, telephone numbers and contact names of at least three local governmental entities that currently utilize your services for legal advertising. See separate reference page that will list three requested local governmental entities that currently publish their legal advertising with the Daily Commercial Record.](#)