



### JUSTICE DEMANDED

HSCO provides statement on body cam footage in Joshua Wright's death.



### 2023 ECONOMIC OUTLOOK

GSMP hosts annual event for local economy.



### HIGH SCHOOL SPORTS UPDATE

Wimberley basketball teams start off the new semester.

# The Wimberley View

47th Year No. 2

Thursday, January 12, 2023

\$1.00

## City of Wimberley general election set for May

### Staff Reports

The city of Wimberley is preparing to begin its election season this coming spring with three Wimberley City Council positions up for grabs.

Candidates for the 2023 general election

may file an application for a place on the ballot starting Wednesday, Jan. 18. The deadline to file is Friday, Feb. 17 at 5 p.m. and election day is Saturday, May 6. This election will determine City Council Places One, Three and Five, which are

currently held by Rebecca Minnick, Chris Sheffield and David Cohen, respectively.

Possible candidates are encouraged by the city to note the qualifications for office under Wimberley's government type: Type A, General Law City (as

according to the Texas Local Government Code, Section 22.032).

In order to be a city council member, candidates must have resided for at least one year in the state and six months in the city prior to the filing deadline. They must be at

least 18 years of age, and they must be a registered voter in the county elected from by the filing deadline.

Additional election resources, deadlines and forms are available at [cityofwimberley.com](http://cityofwimberley.com)

Filers may also get

information and documents in person at Wimberley City Hall: 221 Stillwater in Wimberley. Contact Tammy Cook, city secretary, at [tcCook@cityofwimberley.com](mailto:tcCook@cityofwimberley.com) or call (512) 648-2403, for more information.



## WISD earns 'Superior' rating for 2020-2021 financial integrity

**Wimberley's** news and advertising source, in print, online, we keep you informed. We offer advertising plans to fit any business, large or small. The Wimberley View has the answer for your business.

# MEDIA BUYER KIT 2023

## The Wimberley View

[wimberleyview.com](http://wimberleyview.com)

**512.847.2202**

P.O. Box 49, Wimberley, TX 78676

# The Wimberley View

Rate Card • Effective January 1, 2023

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**Publish Dates: Thursday Mornings**

**STAFF: Dalton Sweat – General Manager  
Marcy Holt - Advertising Director  
Taffy Baker - Advertising / Customer Service**

**P.O. Box 49, Wimberley, TX 78676  
Phone: 512.847.2202**

## **LOCAL DISPLAY RATES**

*\*All retail rates are noncommissioned - Per calendar month*

OPEN RATE	\$14.00 per column inch
5-29 inches	\$11.00 per column inch
30-125 inches	\$9.00 per column inch
126-251 inches	\$8.00 per column inch
252+ inches	\$7.00 per column inch

## **NATIONAL DISPLAY RATES\***

\$14.00 per column inch

*\*Fifteen percent commission to recognized agencies only. All other rates on this card are net.*

## **NON-PROFIT 501(a)(3)**

*This rate is available to Not-for-profit organizations with have a 501(a)(3) tax-exempt status. Regular frequency discounts apply. Not-for-profit organizations that do not have a 501(a)(3) status may qualify for the charity rate. Businesses that sell services are not included. Prior approval needed. Rate \$9.00 per column inch.*

## **POLITICAL ADVERTISING RATES**

\$10.00 per column inch (paid in advance)

## **COLOR RATES**

Black and ONE Color .....	\$107.00
Black and TWO Colors .....	\$160.50
Full Process Color .....	\$267.50

## **FOOTER RATES\***

Front Page \$165.00  
*(One advertiser per edition)*

**\*Combo discount rates available | \*Contract rates available**

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# CLASSIFIED DISPLAY RATES

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1X = \$14.00 pci | 2X= \$10.50 | 3x= \$9.00 | 4X= \$7.50

## CLASSIFIED BUSINESS & SERVICE DIRECTORY

A 2 Column x 2 inch ad which includes any artwork and/or logos for \$100.00 per month. Ads in the Business & Services Directory run every edition.

Also includes the **drippingspringsnews.com** site.

Combo discount rates available ★ Contract rates available

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## PRE-PRINT RATES

Preprints are billed per thousand based on quantity received, minimum charge \$100.00

### TAB PAGES

SINGLE SHEET	\$65.00
4-8	\$70.00
12-14	\$75.00
16	\$80.50
20	\$91.00
24	\$95.00
28	\$98.50
32	\$105.00
36	\$111.00
40	\$117.00
44	\$123.00
48	\$126.50
Over 48	Please call for rates

### PRE PRINT GUIDELINES

- Inserts should be reserved 15 days prior to Thursday distribution and be in house 10 days prior. Daily inserts should be reserved 10 days prior and be in house seven days prior to daily distribution.
- Pack and band inserts on skids convenient for handling, 2,000 pounds or less per skid.
- Cancellation must be received 12 days prior to insertion date
- Deliver to mailroom supervisor, 1910 IH-35 South, San Marcos, TX 78666
- Receiving hours: 8 a.m. to 4:30 p.m. Monday through Friday

### COLOR X-PRESS INSERTS

Rates are based on cost per thousand and include design, production, printing and distribution. Reserve 21 days prior to publication.

Add \$150 set up fee for orders less than 10,000.

**SINGLE SHEET**  
**8.5" x 11"**  
as low as  
**\$70**

### FRONT PAGE NOTES

Rates are based on cost per thousand and include design, production, printing and distribution. Reserve 21 days prior to publication.

Add \$150 set up fee for orders less than 10,000.

1 Color	<b>\$111.00</b>
2 Colors	<b>\$119.00</b>
3 Colors	<b>\$125.50</b>

### CIRCULATION

Our coverage area includes:  
Dripping Springs

### ADVERTISING DEADLINES:

By 5 p.m. on the Friday prior to publication

COMMISSION AND TERMS OF PAYMENT: Credit accounts must be established with our Business Office before charges can be made. Prior to an account being established, all rates are cash in advance. All bills are due and payable upon receipt. Bills not paid in a reasonable amount of time will be subject to collection and/or legal action. GENERAL RATE POLICIES ALL CLASSIFICATIONS: Rates and conditions subject to change on 30 days notice. Advertising set to resemble editorial matter must be marked "Advertisement". The Dripping Springs Century-News reserves the right to edit, alter or omit any advertisement. Advertisements are conditionally accepted by the Dripping Springs Century-News, subject to approval by the management. The Dripping Springs Century-News reserves the absolute right, at its sole discretion, to refuse any advertisement submitted for publication. Should an advertisement be rejected, any deposit will be promptly refunded. All property rights, including any copyright interest to an advertisement produced for you by The Dripping Springs Century-News using artwork and/or typography furnished or arranged by us, shall be the property of The Dripping Springs Century-News. No such ad or any part thereof may be reproduced without proper consent of the Dripping Springs Century-News. ERRORS: It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustment will be made by the publisher for errors not corrected after the first day. The Publisher reserves the right to revise or reject, at his opinion, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition, or to clarify any advertisements. All ads subject to credit approval.

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# Web Advertising Rates

Quoted prices for web ads are on a *per month* basis, unless otherwise specified.

Camera Ready ads must be submitted in the size specified on the ad list. They must be 72 dpi, RGB, Accepted formats are JPEG, GIF and PNG.

- ★ **Website Topper**  
(Above Mast head) 1200pi X 200pi **\$1,070**
- ① **Leaderboard**  
(Above or below Mast head) 728pi X 90pi **\$275**
- Footer** (bottom of pg): 728pi X 90pi **\$125**
- ② **Content position:** 600pi X 74pi **\$160**  
(below Features or News or Sports)
- ③ **Skyscraper:** 300pi X 600pi **\$275**
- ④ **Big Box:** 300pi X 250pi **\$275**
- ⑤ **Weather Sponsor:** 300pi X 100pi **\$135**  
(below or above weather)

**Content position for Obit or Sports page ONLY**

- Below Menu bar 728pi X 90pi **\$215**
- Above Accordion Block 300pi X 250pi **\$215**

## Home Page Takeover Frame

Includes Masthead Leaderboard 728x90 (Below Masthead), Footer Leaderboard 728x90 (at the bottom of the page) and Sidebar rails (Left & Right side).

**\$535 Per Month**

The screenshot shows the website layout with the following callouts:

- 1: Masthead Leaderboard (top banner)
- 2: Content position (below masthead)
- 3: Footer Leaderboard (bottom of page)
- 4: Sidebar rail (right side)
- 5: Weather Sponsor (bottom right sidebar)

Ad runs below Masthead

Pencil 960pi X 45pi →

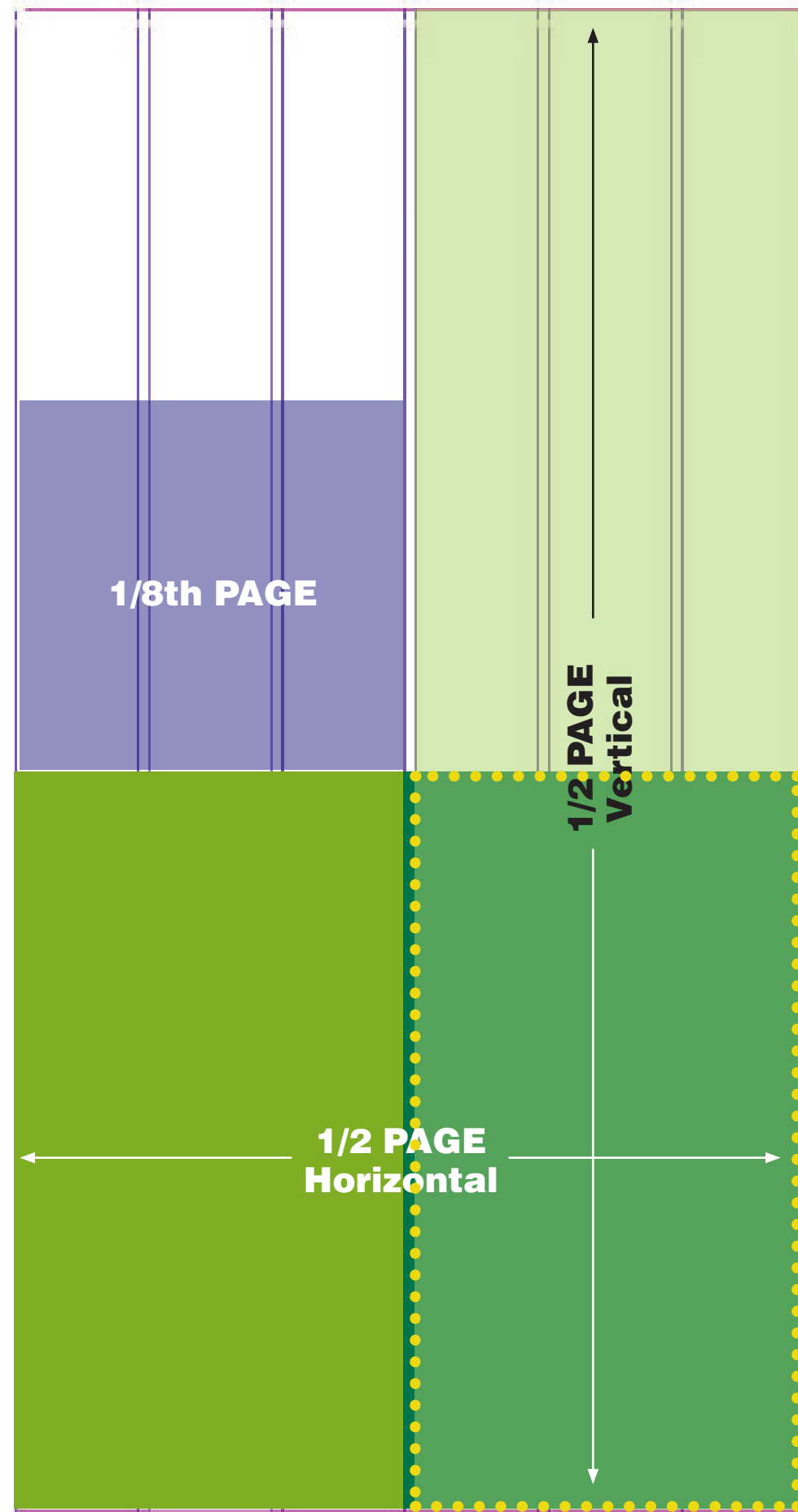


Sliding Billboard\*: **\$125 per day**



Landing 960pi X 300pi →

\*Position scheduled daily based on availability.



- Full Page:** 10" x 21"
- 1/2 Page Horizontal:** 10" x 10.5"
- 1/2 Page Vertical:** 5" x 21"
- 1/4 Page:** 5" x 10.5"
- 1/8th Page:** 5" x 5"

Yellow dotted area indicates quarter page ad.

Position sizes not to scale