

# Area Demographics & Information

## 1. Coverage Areas

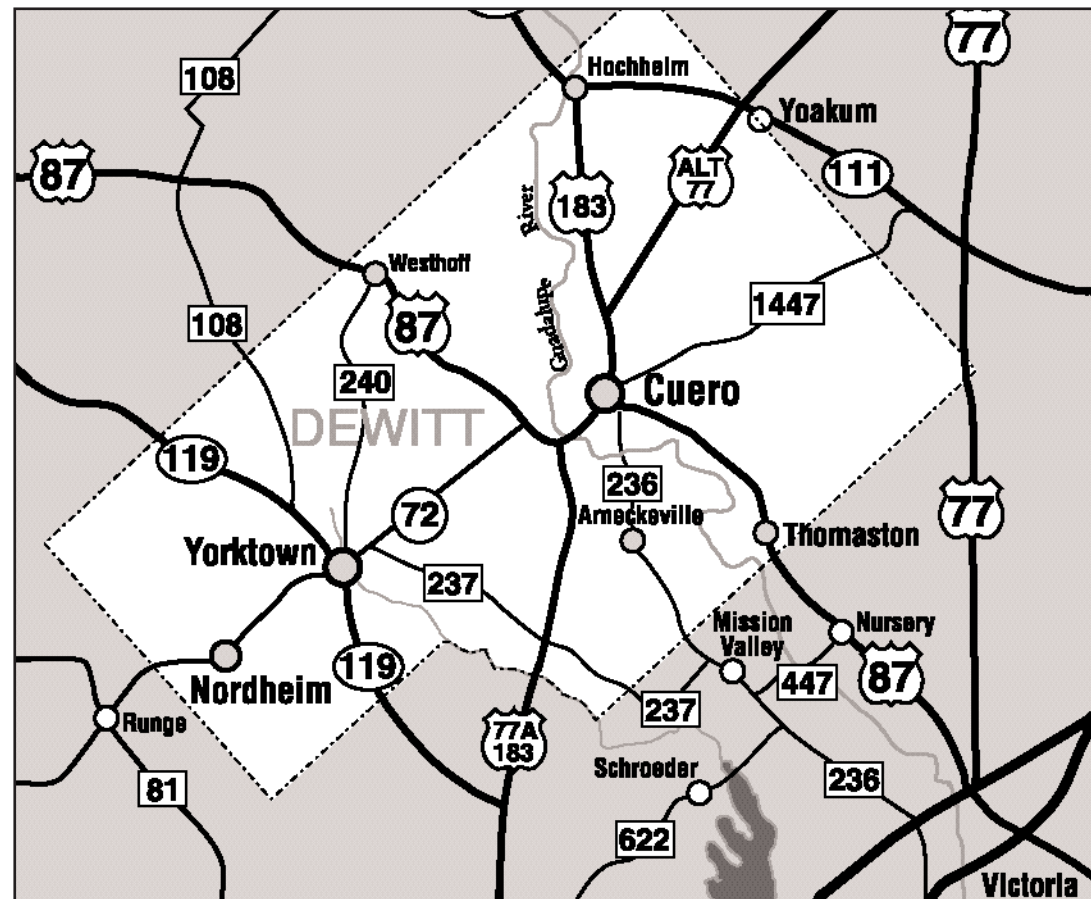
Coverage area of *The Cuero Record* and *Yorktown News-View* include the communities of Cuero, Yorktown, Meyersville, Nordheim and Westhoff.

## 2. Demographics

The following table offers a look at the demographics of each community as represented by their respective zip code.

Based on 2000 Census	Cuero 77954	Yorktown 78164	Meyersville 77974	Nordheim 78141	Westhoff 77994
Total Persons	6,571	2,271	381	328	438
Total Households	2,867	1,048	146	170	284
Race:					
White	4,419	2,238	373	260	361
African American	1,098	68	0	0	23
Hispanic	2,282	854	5	127	104
Housing Costs:					
Value	\$43,200	\$38,800	\$85,000	\$33,100	\$36,500
Gross Rent	\$402.00	\$300.00	\$488.00	\$375.00	\$388.00
Income:					
Median HH	\$24,931	\$25,507	\$34,375	\$38,125	\$26,774
Median Family	\$29,500	\$28,529	\$42,292	\$43,438	\$31,406
Per Capita	\$14,286	\$12,041	\$15,480	\$14,125	\$15,838

## 3. DeWitt County



# Display Advertising Rate Schedule

## 4. Volume Discounts

Discount rates per column inch are offered to regular local advertisers, determined by the total number of column inches advertised each month. Eligible accounts must be paid by the 20th of the following month, or will be charged at open rate.

Inches Per Calendar Month	Cuero Record	Yorktown News-View	Combo Rate
Open (1-50)	\$5.95	\$3.45	\$7.85
51-150	5.50	3.30	7.00
151-450	4.95	3.00	5.95
451+	4.45	2.80	5.40
National Rate	7.25	4.60	10.50
Church/Civic Rate	4.75	2.75	5.75

**World Wide Web**

To advertise your  
business on the  
busiest web site in  
Cuero, call  
**The Cuero Record**  
www.cuorecord.com

## 5. National Rate

A 15% Commission is allowed to established advertising agencies based on the above National Rate, payable within the following month of insertion.

## 6. Preprinted Inserts

Based on cost per thousand, applicable to both *The Cuero Record* and *Yorktown News-View*. Call for pricing on inserts over 12 standard pages. Contract rates are available.

4 page standard, 8 page tabloid	\$60.00
6 page standard, 12 page tabloid	\$65.00
8 page standard, 16 page tabloid	\$70.00
10 page standard, 20 page tabloid	\$75.00
12 page standard, 24 page tabloid	\$80.00

## 7. Advertising Deadline/Weekly Publication Date

Advertising deadline for *The Cuero Record* is 10 a.m. Monday for that week's publication, and the deadline for *Yorktown News-View* is Friday at 5:00 p.m. for the next week's publication. Each publication is dated and delivered each Wednesday.

## 8. Color Advertising

Color advertising is accepted at an extra charge of \$100.00 per color in addition to black for any size ad up to a full page. A double truck will be considered as two pages and color would be charged at \$150.00 per color. Process color is accepted at an extra charge of \$250.00 per page. Ask about shared color pricing.

## 9. Mechanical Requirements

Printed Offset - SAU (Standard Advertising Units)

Column Width: 1.833 inches

Page Depth: 21-1/2 inches

Full Page: 6 columns x 21-1/2 inches, 129 total column inches

# DeWitt County MARKETPLACE

The Classified Pages that serve all of DeWitt County, including Cuero, Yorktown, Meyersville, Nordheim and Westhoff.

In Cuero call (361-275-3464)  
119 East Main St. • Cuero, Texas 77954

**Sell It  
Here!**

In Yorktown call (361-564-2242)  
133 East Main St. • Yorktown, Texas 78164

Mastercard, VISA, Discover Accepted

Business Hours: Monday through Friday, 8:00a.m. - 5:00p.m.

## Classified Advertising Rates

### 10. Classified Display Rates

The DeWitt County Marketplace display rate is **\$4.50 per column inch**, based on a 9 column classified format. Volume discounts are available based on the following earned rates.

Inches Per Calendar Month	Rate
Open (1-75)	\$4.50
76-150	4.20
151-225	4.00
226-340	3.80
341-615	3.70
676+	3.50
National Rate	5.20

### 11. Classified Word Ad Rates

The DeWitt County Marketplace offers a **four line ad (approximately 20 words) for \$4.50**. Each additional line is 75¢. Frequency discounts are available upon request.

### 12. Legal Rates

Public notices and legal advertising are run at a cost of 25¢ per word per insertion.

### 13. General Information

*The Cuero Record and Yorktown News-View*

qualify as "newspapers of general distribution" for the publication of all notices, legal advertising and other purposes. *The Cuero Record* is published in the City of Cuero, DeWitt County, Texas. *The Yorktown News-View* is published in the City of Yorktown, DeWitt County, Texas.

### 14. Classified Mechanical Requirements

Printed Offset - Nine Column Format  
Column Width: 1.18 inches  
Page Depth: 21-1/2 inches  
Full Page: 9 columns x 21-1/2 inches,  
193.5 total column inches

### 15. General Copy and Contract Regulations

Pertaining to all display advertising, retail and classified: In the event of an error, *The Cuero Record* and/or *Yorktown News-View* will be responsible only for the actual cost of the space affected. We will be happy to furnish a letter to the advertiser stating the correct copy. Furthermore, the advertiser and/or advertising agency or agent assumes all liability for advertisements published (including illustrations, text, claims, etc.) and agrees to assume any and all responsibility for claims occurring therefrom against *The Cuero Record* or *Yorktown News-View*.



Media Rate Card for

# THE CUERO RECORD

Established 1894 - Pulitzer Prize 1955

and

# Yorktown News-View

Effective February 1, 2009

[www.cuerorecord.com](http://www.cuerorecord.com)

## The Cuero Record

119 East Main St. • P.O. Box 351  
Cuero, Texas 77954  
(361) 275-3464  
Fax (361) 275-3131  
[cuerorecord@cuerorecord.com](mailto:cuerorecord@cuerorecord.com)

DEWITT COUNTY, TEXAS

DeWitt  
County  
Courthouse

## Yorktown News-View

133 East Main  
P.O. Box 398  
Yorktown, Texas 78164  
(361) 564-2242  
Fax (361) 564-9290