

Your Source for
**Local News
& Advertising**

A young man and woman are sitting at a white table in a bright, modern kitchen. They are both smiling and looking at a laptop screen. The man is on the left, wearing a white t-shirt, and the woman is on the right, wearing a white long-sleeved shirt. The background shows white kitchen cabinets and a window with natural light.

THE **POST-SIGNAL.**

Weekly Advertising Rates

All Rates Effective January 2025

All advertising is due and payable by the 10th of the following month

Per Column Inch

Post-Signal Open Rate \$7.50
Quarterly Frequency Rates also available

Post-Signal Advertising Deadlines:

Display Ads 5 p.m. Monday
Classified Ads Noon Tuesday
Legal Notices Noon Tuesday

Terms of Payment

Post-Signal Display Advertisements and Preprints are payable in advance until credit has been established. Political advertising, going-out-of-business ads, ads in certain classified categories and ads placed from temporary addresses must be prepaid. The Post-Signal accepts the following credit cards: Discover, MasterCard and Visa.

Post-Signal Inserts

All advertising is due and payable by the 10th of the following month. Flat charge of \$250.

Insert Delivery Requirements:

Inserts should be delivered to Lindsay Web Press a minimum of one week prior to insertion date. Inserts are received Monday through Friday during normal business hours. Shipping address: The Post-Signal c/o Lindsay Web Press, 305 S. Main St., Lindsay, Oklahoma 73052.

Policies

- The Post-Signal reserves the right to edit, refuse or cancel any advertisement.
- Publisher reserves the right to revise advertising rates upon 30 days written notice, and the right to set additional rates for special promotions or publications.
- Retail advertising rates on this card are for run-of paper (ROP) positioning. Every effort will be made to meet reasonable position requests. However, mechanical requirements could arise that would make the request impossible to grant. Failure to meet these requests will not constitute any adjustment, refund or re-run of the ad. Position may be guaranteed by page if

available, but not the location of an ad on that page, for an additional surcharge of \$100. For guaranteed placement an ad must be at least 1/4 page.

- The Post-Signal is not responsible for copy omissions or typographical errors that may occur other than to correct them in the nearest issue after it is brought to our attention. The advertiser must notify the newspaper of corrections prior to the next publication. Adjustments for error will be made only for the area of the ad involved and in proportion to lack of service to the advertiser. All make-good ads must be run within 30 days of approval. In no case does the Post-Signal hold itself liable for damages further than the amount received for actual space covering the error. It is agreed that the Post-Signal is not to be held responsible for errors in publication, except where corrections marked on the advertising proof by the client have not been properly made. It is agreed that the Post-Signal accepts responsibility for errors only on the first insertion of the advertisement. It is further agreed that in no case shall the newspaper be held liable for selling merchandise at a lower price published in error or other losses.
- Incorrect rates on insertion orders that do not correspond with the current rate card in effect will be regarded as clerical errors. The advertisement will be published and charged at the applicable rates in effect at time of publication.
- The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or propriety rights or violations of rights of privacy resulting from the publication of the advertiser's advertisement.

THE POST-SIGNAL.

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Credit Card on File

Complete the information below and your business will be charged monthly with your credit card on file.

1. I understand the stipulations listed above to agree to abide by them.

Please print your name _____

Please print your business name _____

Please print business mailing address _____ Zip _____

Please print the street address of your business _____

Phone # _____ Email _____

2. First preference for credit card (Discover, MasterCard or Visa) _____

Credit card number _____ Expiration date _____

Name on credit card _____ Security code _____

Card billing address _____ Zip code _____

3. Second preference for credit card (Discover, MasterCard or Visa) _____

The second preference will only be used in case the first preference is declined for any reason.

Credit card number _____ Expiration date _____

Name on credit card _____ Security code _____

Card billing address _____ Zip code _____

4. I authorize the Post-Signal to keep my signature on file and authorize charges to the above credit cards for myself individually and/or the business listed above anytime my account is not paid in full 3 business days before the end of each month.

Your signature _____ Date _____

THE POST-SIGNAL.

Account Information

Print business name _____

Contact name _____

Check appropriate box: ☐ Individual/Sole Proprietor ☐ Corporation ☐ Partnership

If corporation, Tax ID number: _____

Print business mailing address (for billing) _____

Physical address, if different _____

Phone# _____ Fax# _____

Email _____

Signature of person completing form _____

Please print your name _____

Display Ad Rates

THE POST-SIGNAL.



Full Page
11.5" x 21"

B&W	\$945.00
Color	\$1020.00



Half Page Horizontal
11.5" x 10.5"

B&W	\$472.50
Color	\$547.50



Half Page Vertical
5.65" x 21"

B&W	\$472.50
Color	\$547.50



Banner
11.5" x 2.5"

B&W	\$112.50
Color	\$187.50*

*Front Page = Add \$100



Quarter Page Horiz.
11.5" x 5.25"

B&W	\$236.25
Color	\$311.25



Quarter Page Vert.
5.65" x 10.5"

B&W	\$236.25
Color	\$311.25



Eighth Page Horiz.
5.65" x 5"

B&W	\$112.50
Color	\$187.50



Eighth Page Vert.
3.7" x 7.5"

B&W	\$112.50
Color	\$187.50

Display Ad Rates

THE POST-SIGNAL.



ROP 2x5 - \$75
3.7"x5"

ROP 2x4 - \$60
3.7"x4"

ROP 2x3 - \$45
3.7"x3"

ROP 2x2.5 - \$37.50
3.7"x2.5"

ROP 2x2 - \$30
3.7"x2"

Display Advertising Rates

All Rates Effective July 2024

Per Column Inch (PCI)

Post-Signal Open Rate \$7.50

Extra Charges

Color Fee \$75.00

Discounted Display Rates:

Discounts available for customers based on length of contract.

Deadline

Monday by 5 p.m. before Friday publication.
Deadline dates may change during holidays. Please call to confirm.

Terms of Payment

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Get Connected in the Business Connection

Weekly Ad Size
2.8" wide x 2" tall

the business connection

Equine Express
Experienced horsemen providing quality service
www.equineexpress.com
940-365-9098 | 800-545-9098

THE DOCTOR IS IN
LARGE AND SMALL ANIMAL CARE
Mobile Large Animal - General & Emergency Care - Hwy 377 in Aubrey

HOoves & PAws
PET HOSPITAL
AubreyVet.com
(940) 365-9430

TRAIL ROLL
Overhead Door
Overhead Doors & Openers
Commercial Residential
(940) 686-0504

Reid Heating & Air Conditioning
Randy DeGraffenreid, Owner
Serving the area since 1982
(940) 686-5555
LENNOX
TACELB1578E

THE PEANUT GALLERY
CUSTOM PICTURE FRAMING & SUCH
558 SPRINGHILL RD. AUBREY, TX
940.365.9778

LOWBROWS
Western Bar & Grill
COME IN WE'RE OPEN
Happy Hour
200 S Washington St., Pilot Point, TX
Text Shannon for info (940) 200-1429

R&M Garage
Diesel and Auto Repair
Auto & Diesel Repair
18021 FM 455E • Pilot Point • 214

CHANDLER CABINETS
1110 JC Lane Tel: 940-686-5770
Pilot Point, TX 76258 Fax: 940-686-2014
www.chandlarcabinets.net

DeBERRY FUNERAL DIRECTORS
BILL DEBERRY, JR.
BILL_DEBERRY@HOTMAIL.COM
2605 W. UNIVERSITY, DENTON, TX 76201 • (940) 383-4200

Active Home Health
We are here to serve you!
1016 N. Industrial Blvd.
Pilot Point, TX 76258
940-686-HOME (4663)
www.activehh.net

DENNARDS
Farm • Ranch • Western Lifestyle
8767 S Hwy 377, Pilot Point • 940-365-3636
3716 Town Center, Sherman • 903-870-1802
541 Hwy 377N, Whitesboro • 903-564-3366
www.dennards.net

Equine Express
Dedication and attention to detail
make all the difference!
Serving the area since 1986
www.equineexpress.com
940-365-9098
800-545-9098

Directory Display Rates

Monthly: \$30/week

13 Weeks: \$349*

*Plus one week free when paid upfront

THE **POST-SIGNAL.**

Call **Kim** or **Carrie** at
940-686-2169
for more information

Annual Sig Pages



6 Run Dates Per Year

New Year's Eve

Easter

Trash Off

Fourth of July

Bonnie & Clyde Days

Thanksgiving

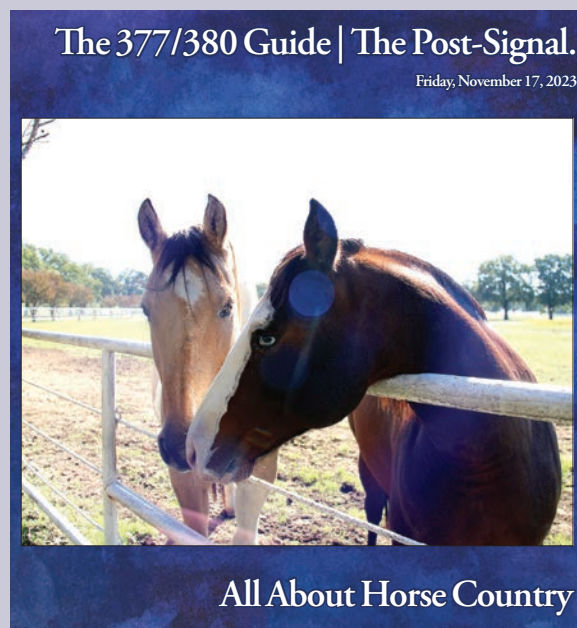
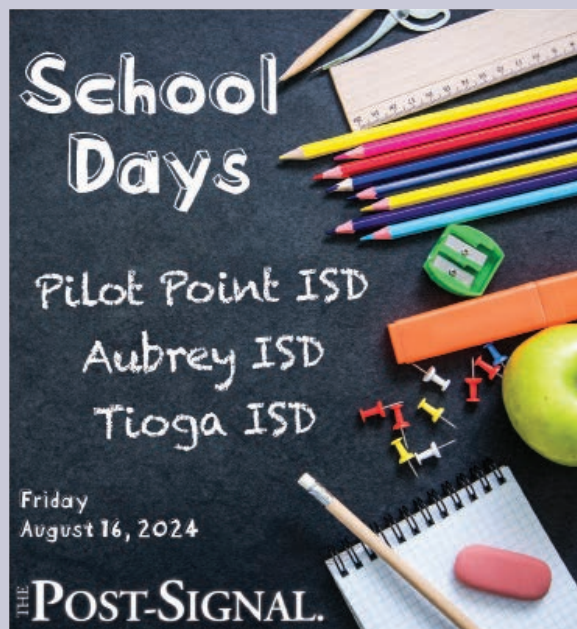
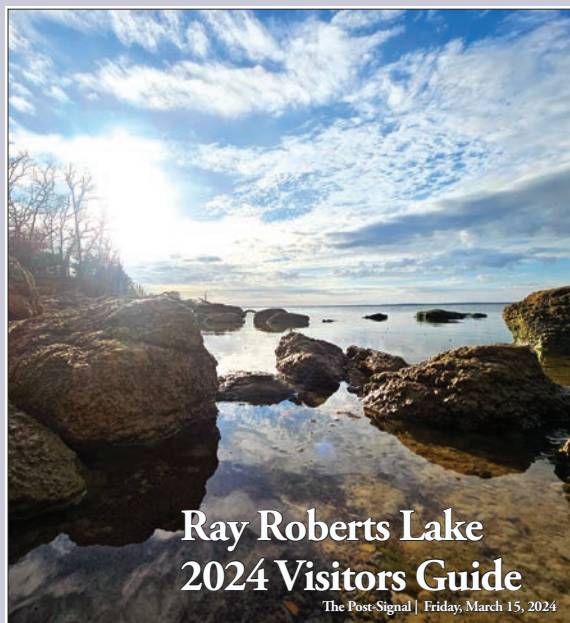
JUST \$85 PER ISSUE!

2.9" X 1.9" AD IN COLOR

THE **POST-SIGNAL.**

Call **Kim** or **Carrie** at
940-686-2169
for more information

A Special Opportunity



Four Quarterly Special Issues

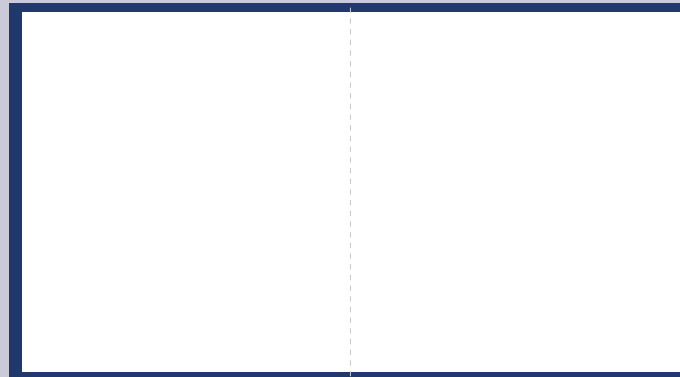
Ray Roberts Lake Visitors Guide
March

School Days
August

Progress Issue
Mid-summer

377/380 Guide
November

A Special Opportunity



Doubletruck

20.5" Wide x 11.2" Tall
\$1,170



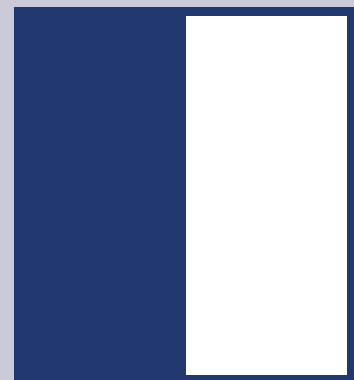
Full Page

10.25" Wide x 11.2" Tall
\$585



Half Page Horiz.

10.25" Wide x 5.5" Tall
\$342.50



Half Page Vert.

5" Wide x 11.2" Tall
\$342.50



Quarter Page

5" Wide x 5.5" Tall
\$197.50



Eighth Page

5" Wide x 2.6" Tall
\$130



Classified Rates

THE POST-SIGNAL

1 column
1.75" wide

2 column
3.7" wide

3 column
5.65" wide

4 column
7.6" wide

5 column
9.55" wide

6 column
11.5" wide

Weekly Advertising Rates

All Rates Effective July 2024

Per Column Inch

Post-Signal Classified Display Rate \$5.50

To determine price of ad, multiple number of columns times height times CD rate.

Quarterly Frequency Rates also available

Post-Signal Advertising Deadlines:

Classified Ads Noon Tuesday

Legal Notices Noon Tuesday

Placing Legal Notices

Search for Pilot Point Post-Signal on column.us.

Create account and submit legal notice online.

Classified Ad Rates

\$15 for first 15 words flat fee

20 cents per each additional word

\$5 flat fee for all bold

\$5 per logo

\$5 for centering

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THE POST-SIGNAL.

Denton County's Oldest Business - Keeping You Posted Since 1878

111 E. Main St. • P.O. Box 249 • Pilot Point, TX 76258

940-686-2169 • postsignal.com

Post-Signal Newspapers Inc.