

2023 Media Kit

We've Got the
Cedar Creek Lake Area
Covered



The Monitor & Lake Area Leader - MediaOne, LLC
1316 S. Third Street, Suite 108 | Mabank, TX 75147 | 903-887-4511

ADVERTISING RATES

<u>Publications</u>	<u>Publication Date</u>	<u>Circulation</u>
The Monitor Newspaper	Thursday & Sunday	5,000
Lake Area Leader	Wednesday	10,000
Canton Herald	Thursday	3,500
Wills Point Chronicle	Friday	2,500
Van Zandt News	Sunday	4,000
The Terrell Tribune	Saturday	1,000
The Terrell Advertiser Update	Wednesday	10,500
The Shopper - (Paris)	Wednesday	10,000

COMBO PRICING

Combo of Publications	Display Rate	Classified Display Rate
Single Run either Thursday or Sunday edition	\$6	\$5
Lake Area Leader	\$9.50	\$9.50
MediaOne Legals (minimum \$40)		\$3.80
MediaOne Combo	\$16	\$14
MediaOne Combo + Terrell Tribune & Update	\$21	\$21
VZ Power Buy	\$21	\$21
The Monitor, either Thursday or Sunday editions, Lake Area Leader, Canton Herald, Wills Point Chronicle & Van Zandt News		
Power Buy	\$40	\$40
The Monitor, both Thursday & Sunday editions, Lake Area Leader, Canton Herald, Wills Point Chronicle, Van Zandt News, Terrell Tribune & Terrell Update		
Super Power Buy	\$48	\$48
The Monitor, both Thursday & Sunday editions, Lake Area Leader, Canton Herald, Wills Point Chronicle, Van Zandt News, The Shopper, Terrell Tribune & Terrell Advertiser Update		
VZ Super Combo	\$35	\$35
Canton Herald, Wills Point Chronicle, Van Zandt News, Terrell Tribune & Terrell Advertiser Update		
VZ Combo	\$16	\$15
Canton Herald, Wills Point Chronicle & Van Zandt News		
The Shopper	\$10	\$10

Color Rates

1 Paper: \$60 for black + 1 color/ \$150 for full color

3 or 4 Papers: \$120 for black + 1 color/ \$300 for full color

All Papers: \$240 for black + 1 color / \$800 for full color

2023 Ad Specifications

Display Ads (SAU)

1 Col. 1.6019"
2 Col. 3.3149"
3 Col. 5.0279"
4 Col. 6.741"
5 Col. 8.454"
6 Col. 10.167"

Classified Ads

1 Col. 1.737
2 Col. 2.4854
3 Col. 3.7432
4 Col. 5.0279
5 Col. 6.3127
6 Col. 7.59575
7 Col. 8.8822
8 Col. 10.167

Standard Ad Sizes

Eighth Page

3 (5.0279) x 5.245
4 (6.741) x 3.912
6 (10.167) x 2.594

Third Page

3 (5.0279) x 13.986
4 (6.741) x 10.432
6 (10.167) x 6.917

Quarter Page

3 (5.0279) x 10.489
4 (6.741) x 7.824
6 (10.167) x 5.188

Half Page

3 (5.0279) x 2.75
4 (6.741) x 15.65
6 (10.167) x 10.375

Full Page

6 (10.167) x 20.75

Premium Positions

Premium Positions are available with a 25% and are based on availability.

Tabloid Ad Sizes

Full Page 9.8" x 10.25"

Half Page (Horizontal) 9.8" x 5"

Half Page (Vertical) 5.6" x 10.25"

Third Page 9.8" x 3.2"

Quarter Page 4.8" x 5"

Preprinted Insert Rates **cost per thousand*

Single Sheet

\$55

4-6 Pages

\$65

8-10 Pages

\$75

12-14 Pages

\$85

Prices are net. No agency discounts. Inserts must be reserved and delivered 1 week prior to publication date to:
TCM Printing / 313 E Tyler St., Longview, TX, 75601 / 903-237-7797

2023 Print Art Guidelines

Print Ads Artwork

Overview / File Formats

We accept high resolution CMYK PDF files, press quality setting, with all fonts embedded. We can work with PNG and Tiff files as well. JPEGs are normally low resolution and will not print well and are not recommended. Any file that is sent as RGB file will be returned to sender and asked to be converted to CMYK.

Scan Formats and Resolution

All scans you wish to use should be converted into CMYK or Grayscale mode prior to placement in your layout program. Resolution, enlargement and line screen all work together in determining how well a scan will print. Resolution is the number of pixels per linear inch in the final printed image, if the scan is placed at 100%. If a scan is enlarged in an art program (Quark, Illustrator, InDesign, etc.), the number of pixels per inch is reduced and the scan quality will also be reduced. The opposite is true if the scan is reduced, when placed at less than 100% of its actual size the number of pixels per inch increases. 300 dpi is acceptable for photo scans and 600 dpi or greater is recommended for line scans. Avoid using graphics and logos downloaded from the internet as these are poor quality, usually only 72 dpi, which can cause a "halo" or dirt around them when printed.

Color

- Include all Process colors with the file
- Remove all unused color from the file. Only the colors printing should be used in the art file and visible in the swatches palette.
- Please be sure to define all colors as process colors (CMYK)

Your monitor will usually not display accurate colors and should not be trusted for precise color control and final color decisions. Monitors and color printers are all calibrated differently and do not represent the effects that dot gain may have on an image.

CMYK Guidelines

If you expect a true yellow, use 100% yellow with no additives. For example: Do not mix 5% cyan with 100% yellow. The end result will be a light lime yellow. If you expect a true red, use 100% magenta and 100% yellow with no additives. Adding cyan or black will cause it to be darker or muddier looking. Make sure your black text is not on all 4 plates. Keep in mind that custom colors that are converted to CMYK do not always maintain their original brilliance or hue.

Type

All text should be created in vector format, this includes Illustrator, QuarkXPress, and Freehand. Vector artwork consists of lines and curves that form shapes stored as a series of mathematical instructions. Vector based graphics and text will have smooth edges. Text created in raster-based

programs like Adobe Photoshop or other raster based programs will have jagged, rastered edges, making smaller text difficult to read. All fonts must be embedded in the high resolution, press quality, PDF file.

The smallest typeface recommended is:

- 6 pt when typeface is solid black
- 7 pt when typeface is in a color
- 7 pt when typeface is a white reverse on black
- 7 pt when typeface is reversed on any colored background

Any type below these recommendations may not be legible when printed. We do NOT recommend using condensed or serifed fonts for reversed-out text, as the thinner portions of the letters will have a tendency to fill in. Watch for any areas of the text that are less than .01 of an inch in thickness as these may not reproduce well.

Gradients

The smallest dot that can be used for our printing plates may be as small as 5% but may gain as much as 20% on the press due to the nature of the plate material and the printing process. Please keep screens at 5% or more. Screens over 85% may appear as solid colors due to press dot gain.

Complying with the mentioned guidelines will help to ensure that supplied art can be processed timely and will reproduce as well as possible.

**Please contact us with any questions:
903-887-4511 or
advertising@themonitor.net**

Four County Reach



Serving Mabank, Kemp and Kaufman
in Kaufman County.
Published Thursday & Sunday.
Circulation - 5,000

[illegible]

Maps Provided by
Texas Almanac

Four County Reach



Free TMC serving Kaufman, Henderson
and Van Zandt counties.
Published every Wednesday.
Total Circulation - 10,000



Serving Kerens in Navarro County.
Published Thursday and Sunday.
Circulation - 5,000

Expand Your Coverage

Easily expand your coverage to Van Zandt, Kaufman and Navarro counties with our combo rates!

In Van Zandt County, the Lake Area Leader, Van Zandt News, Wills Point Chronicle, and Canton Herald reaches over 10,000 readers weekly.

The Wills Point Chronicle, which publishes every Friday, reaches over 2,500 readers weekly in Hunt County.

The Terrell Tribune and The Terrell Update, a free Total Market Coverage (TMC) publication, serves the Terrell and surrounding areas with a circulation of over 11,500 readers combined.

The Shopper, a free TMC publication serves 12 counties in North East Texas and South East Oklahoma.

The Shopper reaches over 10,000 readers.

LAKE AREA LEADER
WEDNESDAY December 14, 2011
Brookshire's Family Dollar
903.887.4511

NEST
Do you know Malakoff's Hot Wings make 85¢ cones & kebabs? We got it for you! Come get yours for the holidays!
903.887.2282

Hussell Free PLUMBING
NOW HIRING
LICENSED PLUMBER NEEDED
APPLY IN PERSON AT
1001 S. 10TH ST. SUITE 100
903.887.4511

RENEAU
General Contracting
Remodeling & More
314.460.7891

OWENS
General Contracting
Remodeling & More
314.460.7891

NO TREE TOO BIG
Tree Removal & Stump Grinding
903.887.4511

FOUNDATION PROBLEMS?
Press Pier & Steel Pier
Soil Stabilization
903.567.1511

LANDSCAPE LIGHTING & IRRIGATION REPAIRS
BAHAMIA
HARDY KATZMAN, LLC
903.880.2562

MOORHEAD
Funeral Home & Cremations
Cremation with Death Certificates
\$1,975
903.880.0200 • More Care...Less Cost

CANTON HERALD
Children's Advocacy Center marks...
Golden delivers address at Veterans Day Cer...

Van Zandt News
WILLS POINT-CHEVROLET
903-873-2561
ADVERTISER UPDATE
Terrell Citizens University
Terrell marks 15th anniversary
Golden delivers address at Veterans Day Ceremony

WILLS POINT CHRONICLE
The Gateway to East Tarrant County
arrested following chase
WFPD investigates noise complaints

THE TERRELL TRIBUNE
Terrell boys soccer players earn high honors after another season
Terrell marks 15th anniversary
Golden delivers address at Veterans Day Ceremony

THE SHOPPER
\$29.99 OIL CHANGE
DISCOUNT MATTRESS
DON'T GET STRIPPED!
15% OFF DISCOUNTED BEDDING
MILKMAID
You can have it all! Sleep better for the holidays!
SAVE UP TO \$400
SAVE \$600
MFO MATTRESS
Factory Outlet

If you have questions or wish to reserve advertising, space, please contact us at 903. 887. 4511

2023 Special Sections CALENDAR

MONTH	SECTION	FORMAT
JANUARY	Readers' Choice Awards Guide	Tabloid
FEBRUARY	Voters' Guide	Broadsheet
MARCH		
APRIL		
MAY	Graduation Summer Discover	Broadsheet Magazine
JUNE	Western Week & Rodeo	Broadsheet
JULY	Fourth of July	Broadsheet
AUGUST	Under the Lights Sports Preview	Broadsheet
SEPTEMBER	Health & Wellness Directory	Magazine
OCTOBER	Fall Discover	Magazine
NOVEMBER	Holiday Gift Guide	Broadsheet
DECEMBER	Holiday Gift Guide	Broadsheet



Ready to get your advertising started?

Reach out to our Director of Sales

Janice Grubbs-Vincik

903.887.4511 • janice@themonitor.net

DISCOVER

Cedar Creek Lake & Surrounding Areas



**RESERVE YOUR
AD in the 2023
Summer Edition!**

**Don't miss your opportunity
to be a part of our either of our
Discover magazines: summer or fall edition!**

This highly anticipated bi-annual Discover guide provides locals and newcomers with an overview of our county's history, communities, events, destinations and much more.

This full color, full gloss magazine is distributed throughout the year to over 20 locations around East Texas including Dallas, Tyler, Canton, and Terrell. Discover is published twice a year, once in the summer and once in fall.

Electronic editions are also available on The Monitor Newspaper website throughout the year.

Ad Sizes & Pricing

- Full Page 7.3748" x 9.8706" • \$850
- Half Page 7.3748" x 4.7253" • \$650
- Third Page 2.4582" x 9.8706" • \$550
- Quarter Page 3.6925" x 4.9175" • \$450
- Eighth Page 2.4582" x 4.9353" • \$400
- Business Card 3.977" x 2.5432" • \$300

Full Page \$850

7.5" x 9.875"

Full Page plus Bleed

8.375" x 10.375"

Half Page

\$650

7.875" x 4.8455"

**Quarter
Page
\$450**

3.8193" x
4.8625"

**Third
Page
\$550**

2.4412"
x
9.875"

Business Card

\$300

3.8193" x 2.4312"

**Eighth
Page**

\$400

2.4312"
x
4.8625"

Inside front, double truck, inside back and back page are available with a premium charge.
Contact our Director of Sales at 903.887.4511 or janice@themonitor.net.



EMAIL ENHANCED GUARANTEED HIGHER CLICK-THROUGH INCREASED TRAFFIC & CONVERSION



OPTIMIZE YOUR CAMPAIGN TODAY

Email Blasts

Since the introduction of email and the Internet to the world, email marketing has become an essential tool for business. Even in the age of social media, emails remain one of the most efficient and effective ways to reach a large, audience. With an email blasts, advertisers can share their information and artwork to a vast audience of viewers, track the results by finding out the number of click throughs and views, and be easily shared multiple times at a specific date or time.

We can offer an easy count system option to find specific targeted demographics based on geography, age, income & wealth, occupation, interests and so much more. Tell us what you are looking for and we will track down your potential customers.

Through SitelImpact.com, we can use the secondary site, to easily share our customers' and advertisers' email blasts, link multiple websites to the creative, and easily track results.

REACH YOUR TARGET AUDIENCES INTERESTS:

Boat Owner
Home Improvement
Household Income
Nature and Outdoors
Sports
Aviation
Gaming
Gun Owners
Do-It Yourself Remodeling
Hunting and Fishing
Technology Interests
Photography
Bird Watching
Camping & Hiking
Wrestling Fan
Dog Lover
Vehicle Owner
Collector
Donor
Gardener

OCCUPATIONS:

Blue Collar
Home Maker
Business Owner
Military
Farmers
Truck Drivers
Career Change Interest
Job Seeker
Educator
Retired

Administrative
Sales/Marketing

DEMOGRAPHICS:

Age
Presence of Children
Gender
Household Income
Net Worth

HOUSING:

Home Value
Home Owner
Renter
Excellent Credit
Mortgage Amount
Year Built
Length of Residence

This is a small sample of
targeting options!

DRIP? CLOG? LEAK? SOLVED.

For all your plumbing needs!

What A Great
Subscribe by phone
a special intro

The Monitor - Covering the entire Cen
The News - Serving Athens
The Kerens Tribu

The Monitor is delivered eve
The News - Serving A
The Kerens Tribune are

To subscribe online, go to
click on the E-Edition tab to sta

**Take Advantage of These
Service Saving Specials**

Sewer Clog \$30 OFF	Sewer Video Inspection \$65 OFF	Water Heater Supply & Install \$100 OFF	\$25 OFF Any Service
-------------------------------	---	---	-----------------------------

Cannot be combined with any other special. Limited time offer.

"Because quality and customer service matter"

A - Solution Plumbing
903.887.3991 • 2052 S Third St. • Mabank
www.A-SolutionPlumbing.com

2017 2019

Social Media Advertisement

Facebook ads can be as simple or as sophisticated as you want them to be and shared as many times as you want. More than two billion people use Facebook every month – so no matter what kind of audience you want to reach, you can reach them through Facebook.

By sharing an ad or Facebook page through The Monitor Newspaper – Cedar Creek Lake, our customers will have the ability to capture attention, prompt action and reach an audience easily.

When it comes to social media networks and advertisement, Facebook is the king medium. Facebook helps advertisers and marketers easily understand how to build audiences, easily target audiences, and measure success through likes, comments, shares and reach. Facebook is still the preferred place for 97% of marketers and advertisers to run ads. After all, Facebook boasts the largest user-base and most engaged network of any social network.

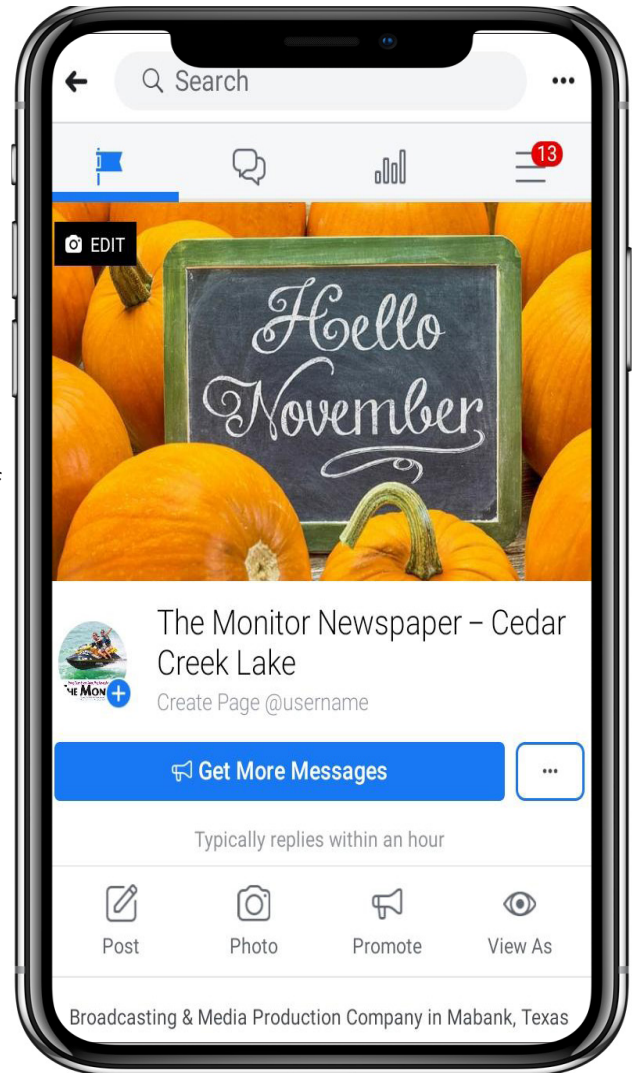
Facebook Campaign Objectiveness:

Awareness: Build brand awareness or increase reach.

Consideration: Send traffic to your website, increase engagement, encourage app installs or views, generate leads, or encourage people to communicate with your Facebook page or by Facebook Messenger.

Conversion: Create online conversions, make catalog series, or drive foot traffic to offline businesses.

17K+ Likes
17K+ Followers



Top 3 Reasons to Advertise on Facebook:

1. Facebook advertising is highly effective. When created in 2004, no one would know what Facebook would become and the impact it created on advertising. Facebook is one of the top advertising online channels. In a survey by Kleiner Perkins, it was found that 78% of American consumers say they've discovered products and businesses on Facebook.

2. Simple Process to Share. Setting up and creating an advertisement campaign takes little time to create. With the help of our marketing advertisers, we can make the processes even easier! By calculating the specific dates, times, artwork and content to share we can make your business reached easily by the targeted audience.

3. Advertisers can reach ideal audiences easily. In a 2022 study, it was found that 71% consumers say that social media influence their shopping choices. Facebook is the perfect channel to easily target and reach an advertiser's ideal audience.

*** This is an add-on bonus buy. ***

The Monitor • 1316 S. Third, Suite 108 • P.O. Box 48 • Mabank, Tx 75147 • 903.887.4511

Reaching Even More Online

The following pages show how our advertisers reach even more customers with our web presence. We reach an additional 50% more readers online.

The following report is based on our January 2022 to December 2022 website activity for The Monitor publications.

Visit us online:



www.themonitor.net
www.thecantonherald.com
www.willspointchronicle.com
www.vanzandtnews.com
www.terrelltribune.com
www.dseshopper.com
www.cantonguide.com

**Reach out to Director of Sales Janice Grubbs-Vincik at 903.887.4511
or janice@themonitor.net to start your advertising plan.**

The Monitor • 1316 S. Third, Suite 108 • P.O. Box 48 • Mabank, Tx 75147 • 903.887.4511

THE MONITOR

• Mabank • Gun Barrel City • Kemp • Seven Points • Tool • Eustace • Payne Springs • Log Cabin • Enchanted Oaks • Trinidad • Malakoff • Kerens

Print Circulation
5,000

Print Readership
5,000

Web Readership
12,293

TOTAL
17,293

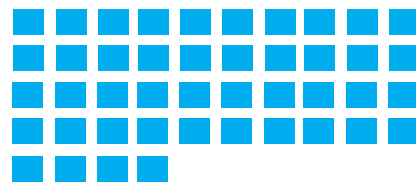
Serving a population of over
30,420
in the Cedar Creek Lake area



12,293

Unique Pageviews
(Monthly)

■ = 500 persons



22,000

Pageviews
(Monthly)

■ = 500 persons



215

eEdition
Subscribers

■ = 10 persons



1,613

Average Desktop Users
(Monthly)



4,544

Average Mobile Users
(Monthly)

149

Average Tablet Users
(Monthly)

Website Design

Affordable Website Design

Finally... a fast, easy, and affordable way to get your small business online

- ✓ Look professional & build credibility
- ✓ Easily add and edit content anytime
- ✓ Reach more customers & generate leads
- ✓ Get found on major search engines like Google, Yahoo and Bing



Startup fee of \$600. Starting at \$59/month for content marketing and monitoring.

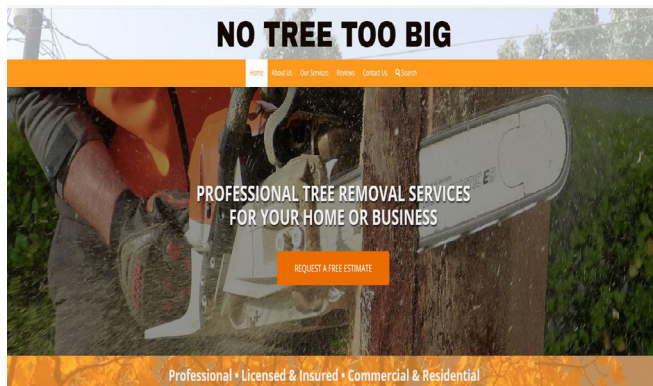
Planning & Strategy: We provide a unique marketing plan specific to your needs and wants. By identifying your customers and competitors, goals, and objective we can create a website specific to your business and business needs.

Search Engine Optimization: We provide a search engine optimization to ensure your custom

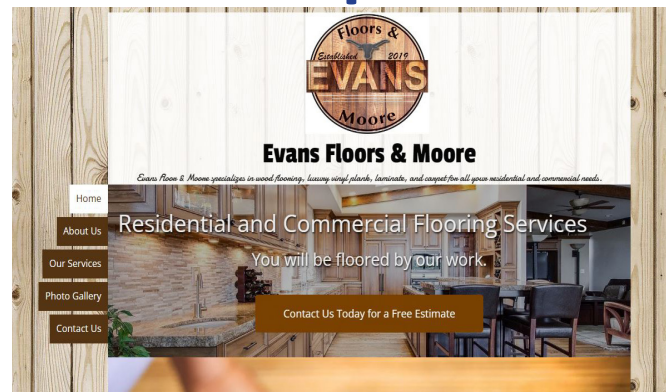
website has the most priority and traffic for new customers.

Content Marketing & Monitoring: With your custom website, you can easily upload and customize the design, Whether it's photos, videos, testimonials, coupons or events, our team will custom and monitor your website.

Check out some our examples:

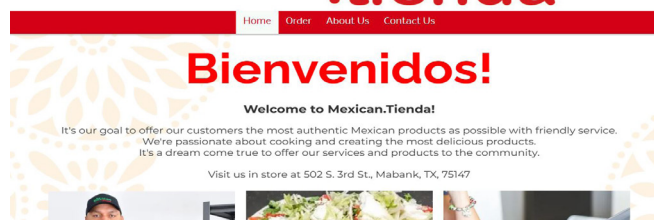


<https://www.notreetoobig.com/>



<https://www.evansfloor.com/>

Mexican
.tienda



<https://www.mexican.tienda/>

Covering The Entire Cedar Creek Lake Area And Kerens

THE MONITOR

• Mabank • Gun Barrel City • Kemp • Seven Points • Tool • Eustace • Payne Springs • Log Cabin • Enchanted Oaks • Trinidad • Malakoff • Kerens

Advertising Contact:

Director of Sales

Janice Grubbs-Vincik

janice@themonitor.net

903.887.4511

Billing Contact:

Amber Curtis

mediaone_billing@yahoo.com

General Manager:

Stephanie Evans

stephanie.genmgr@yahoo.com

SUBSCRIPTION RATES:

In County: \$35
(Kaufman, Henderson and Van Zandt)

Print and E-Edition: \$35

E-Edition only: \$35

Senior In County (65 or older): \$31

Out of County: \$41

Out of State: \$51