

Your Best Advertising Value...

To truly compare ad rates, you must compare cost per household. With its wide distribution, the *Wilson County News* costs less per reader than any other area paper. When you buy advertising, you buy circulation—not just space on a page—and the *Wilson County News* is #1 in circulation in this area.

Community-Minded...

The *Wilson County News* is a part of the community and, as such, can best keep readers informed of community news and events. As a community member, we not only keep readers informed, we get involved. We support and actively participate in many school, civic and church projects, and we donate our time and talent to help with many neighborhood projects and community events.

Political Advertising

Political ads must be paid prior to publication, are charged at our open rate, and are subject to all the special rates/discounts as other ads.

Pre-printed Inserts

Call us about mailing your pre-printed inserts. For full coverage, the minimum price is 6¢ each. Minimum price is 7¢ each for partial coverage. For larger size inserts, ask for a quote. Call for prices for custom designed inserts!

Collection/Credit

13- or 26-week ads, and new accounts are to be paid in advance. Monthly billing provided upon credit approval. Prices net 30 to established accounts on display ads. Accounts 60 days overdue may be turned over to collection agency.

Deadlines

Directory Ads: noon Wednesday;
Articles, photos: noon Thurs.;
All advertising, classified and display: 3 p.m. Friday
(Camera-ready ads: noon Mon. with prior notice)

Reader Contributions

We encourage readers to give us their comments and new ideas. Letters to the editor are encouraged and we gladly accept photos and articles from individuals and organizations. Organizations are encouraged to submit club news and information about upcoming events. Wedding/engagement announcements are printed at no charge. However there is a \$25 charge for wedding, engagement or anniversary photographs (*anniversary photos of 50 years or more are free*).

Business Articles

Business Reviews are printed free and are run on a space-available basis. Contact the *Wilson County News* with business news or call for a Business Review form.

All letters, articles, photos are printed on a space available basis only.

Award-Winning...

The *Wilson County News* has won local, state, and national awards for its quality news coverage and advertising programs. We take great pride in our work and are especially proud of our many awards. Our award-winning staff accurately reports the latest local news and works closely with local officials and businesses to get all the details for every story. When you advertise with us, our award-winning design team will work with you to create the advertising program best suited for your business.

Proofs/Ad Design

We offer professional, quality design at no additional cost. Proofs will be shown to advertisers only when requested and when copy has been turned in before deadline. Advertiser may then request to see corrected proof (only 2 proofs will be shown.) Changes after the ad has been designed, set, and not run will be charged \$30 per hour. Charges may apply for sending and/or creating ads for other publications. WCN, Inc. will not be held responsible for errors made in the electronic transmissions or errors in other publications.

NOTE: Ad layout and copy prepared by paid employees of the Wilson County News are the property of the Wilson County News and cannot be reproduced in other media without the expressed consent of the publisher.

Ad Refusal

The *Wilson County News* reserves the right to refuse ads which do not conform to our standards of ethics and judgment.

Publisher's Liability Statement

The publisher shall not be liable for slight changes or typo-graphical errors that do not lessen the value of an ad. The Wilson County News is responsible for its errors in advertising to the limit of the size of space occupied by the error. Any mistakes will be gladly corrected provided the advertiser notifies this office after the FIRST publication.

The publisher's liability for other errors or omissions in ads is strictly limited to publication of the ad in subsequent issues and refund of any money paid for the ad. The advertiser/ad 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 proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

Call 830-216-4519 today.

Wilson County News

Published every Wednesday by

WCN Inc., 1012 C Street, Floresville, Texas 78114