

# 2001

## REAL ESTATE RATE CARD



Austin American-Statesman

# Austin American-Statesman

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For an online version of this card visit:  
[http://content.statesmanclassifieds.com/rate/  
index.htm](http://content.statesmanclassifieds.com/rate/index.htm)

**REAL ESTATE RATE BOOK  
EFFECTIVE MARCH 1, 2001**

Texas  
**Austin**



**D**ear Advertisers,

The booming economy of Austin and Central Texas has created an energetic business environment; one our newspaper both contributes to and thrives in. This climate is fueled by innovative high-tech development and the subsequent steady stream of newcomers to this region known as "Silicon Hills".

Additionally, the 'tech effect' serves to strengthen an already flourishing market including the University of Texas, the seat of Texas government, major healthcare resources, and a robust music and film industry.

At the hub of this growth is the *Austin American-Statesman*. For 130 years, our newspaper has been the trusted news and information source for Central Texas. The latest 1999/2000 Central Texas Gallup poll confirms the *Austin American-Statesman* has more than a half-million readers on Sunday and a weekly readership of more than 80 percent of Central Texas.

We provide current and comprehensive news to our readers and an array of dynamic marketing options, both in print and online, to our advertisers. We are deeply committed to our mission to aggressively improve products and services enhancing your advertising needs.

We invite you to take advantage of our expertise, our strong links with the community, our extensive reach and the exemplary quality of our products. Let us show you how you can reap the benefits of a relationship with the *Austin American-Statesman*.

Sincerely,

A handwritten signature in black ink, appearing to read "George". The signature is fluid and cursive.

George A. Gutierrez  
Vice President of Advertising

The *Austin American-Statesman*:  
 "Conscientious and tough-minded -  
 focused on the news.  
 Making its voice heard in the  
 community. Innovative but not gimmicky  
 or fluffy."

Columbia Journalism Review  
 Nov/Dec 1999



# Austin Consumers

## Austin Metropolitan Area Profile

	Total Market	% of Total
Total Market (18 and over)	838,800	
<b>GENDER</b>		
Male	416,300	50%
Female	422,400	50%
<b>AGE</b>		
18 - 24	135,100	16%
25 - 34	204,800	24%
35 - 44	202,800	24%
45 - 54	134,100	16%
55 - 64	68,300	8%
65+	93,700	11%
<b>INCOME</b>		
under \$25,000	193,800	23%
25,000 - 34,999	325,200	39%
35,000 - 49,999	137,100	16%
50,000 - 99,999	98,900	12%
100,000+	83,900	10%

**MEDIAN HOUSEHOLD INCOME** \$43,000

Sources: 1999-2000 Central Texas Gallup Poll, Claritas, Sales and Marketing Management 2000 Survey of Buying Power, Texas Comptroller of Public Accounts

## Austin Metropolitan Area Profile

	Total Market	% of Total
Employed	626,100	75%
Homeowner	470,000	56%
College Degree (BA+)	225,000	27%
Children at Home	319,700	38%
Access the Internet	696,000	83%
Bought or sold a home in the past 12 months	119,900	14%

## Austin - San Marcos MSA Buying Power

Total Effective Buying Income (\$000) .....	\$23,265,018
Total Population .....	1,173,000
Total Households .....	471,200
Total Retail Sales (\$000) .....	\$16,533,710
Per H.H. Retail Sales .....	\$35,089

**T**here is no place like Austin. Fast growing, fast moving and constantly reinventing itself, Austin and Central Texas have become a region of astounding opportunity. Whether as a high-tech boomtown, the Capital of Texas, or a trend-setting tabloid of lifestyles and diversity, Austin has been discovered by savvy entrepreneurs and decision-makers as a prime target of national attention.

The future doesn't wait in Central Texas. Our residents are connected and informed, well-read and on top of the latest information and products. That is why both newcomers and long-term residents depend on the mix of media delivered to them by the *Austin American-Statesman*. And the hot Central Texas housing market from Georgetown to San Marcos and from Smithville to Marble Falls has often been the factor that brings home buyers, sellers, builders and renters to the *American-Statesman* for the latest in information.

With population expected to grow 18% over the next five years, the Austin metro area will continue to be hot. And with incomes also expected to increase an average of 24%, Austin will include even more of the people that real estate advertisers look for most.



Home sales in the Austin metro area have grown an average of 10% in the past 5 years. \*\*



From 1995 to 2000 the Austin metro averaged 94 new residents each day.



# Readership Profiles

Austin may have exploded onto the national scene over the last few years, but it is no secret to the *Austin American-Statesman*, its readers or its advertisers. As the newspaper of Central Texas, the *American-Statesman* tells the stories and gives voice to a broad and ever-evolving community.

The newspaper and its multi-media products are as lively, innovative and inviting as the audience. 80% of metro adults pick up a copy of the *American-Statesman* each week and it is the prime source for the information Central Texans depend on when they plan their days and their purchases.

Reaching the breadth of all that is Central Texas, the *American-Statesman* is the one "must-have" source for news, information and advertising – always has been, always will be.

Daily Readership*		Total Readers	Sunday Readership*		Total Readers
Total Readers (18 and over)		611,800	Total Readers (18 and over)		645,900
<b>GENDER</b>			<b>GENDER</b>		
Male	301,800		Male	312,700	
Female	310,000		Female	333,200	
<b>AGE</b>			<b>AGE</b>		
18 - 24	93,500		18 - 24	88,800	
25 - 34	134,000		25 - 34	151,100	
35 - 44	146,100		35 - 44	155,200	
45 - 54	103,000		45 - 54	116,800	
55 - 64	53,800		55 - 64	56,400	
65+	81,300		65+	77,700	
<b>INCOME</b>			<b>INCOME</b>		
under \$25,000	117,200		under \$25,000	119,400	
25,000 - 34,999	244,800		25,000 - 34,999	250,600	
35,000 - 49,999	105,800		35,000 - 49,999	111,700	
50,000 - 99,999	78,500		50,000 - 99,999	85,700	
100,000+	65,600		100,000+	78,500	
<b>MEDIAN HOUSEHOLD INCOME</b>		\$49,000	<b>MEDIAN HOUSEHOLD INCOME</b>		\$47,800
Employed	454,800		Employed	487,900	
Homeowner	364,400		Homeowner	390,700	
College Degree (BA+)	172,400		College Degree (BA+)	185,200	
Children at Home	235,800		Children at Home	247,200	
Access the Internet	517,300		Access the Internet	555,300	
Bought or sold a home in the past 12 months	93,500		Bought or sold a home in the past 12 months	97,500	

\*Readership based on 5 weekday issues and 4 Sunday issues over a four-week period.

Sources: 1999-2000 Central Texas Gallup Poll, Claritas \*\* Source: Real Estate Center at Texas A&M University

# Real Estate Advertising



Effective March 1, 2001

## REAL ESTATE MONTHLY EARNED RATE

Rates are based on calendar month and are non-transferable. For billing purposes, display advertising billing units represent one column wide by one inch deep. For incolumn advertising, one unit is the equivalent of 14 agate lines.

### 10 COLUMN (UNIT/LINE) CLASSIFIEDS

Inches	Mon.-Thu. Unit/Line	Fri.-Sat. Unit/Line	Sunday Unit/Line
1-57	\$58.66/4.19	\$69.72/4.98	\$85.12/6.08
58+	\$52.36/3.74	\$62.16/4.44	\$76.58/5.47

### ROP 6 COLUMN

Unit	Mon.-Thu.	Fri.-Sat.	Sunday
(1)	\$86.04	\$102.26	\$124.85
(35+)	\$76.80	\$91.17	\$112.32

## ANNUAL BULK RATE CONTRACTS

Bulk rates are based on annual performance and are effective for 12 months from the first day of the month signed. 10 column rates apply to advertising within the classified section, 6 column rates apply to bulk contract advertising running elsewhere in the newspaper. Incolumn advertising is billed at 14 lines per column unit.

### 10 COLUMN (UNIT/LINE) CLASSIFIEDS

Inches	Mon.-Thu. Unit/Line	Fri.-Sat. Unit/Line	Sunday Unit/Line
350	\$47.46/3.39	\$56.14/4.01	\$68.18/4.87
850	\$43.82/3.13	\$51.52/3.68	\$62.58/4.47
1,200	\$43.68/3.12	\$51.38/3.67	\$62.44/4.46
2,500	\$43.12/3.08	\$50.68/3.62	\$61.32/4.38
5,000	\$42.14/3.01	\$49.56/3.54	\$59.92/4.28
7,000	\$41.16/2.94	\$48.72/3.48	\$58.94/4.21
10,000	\$41.02/2.93	\$48.30/3.45	\$58.38/4.17

### ROP 6 COLUMN

Unit	Mon.-Thu.	Fri.-Sat.	Sunday
(210)	\$69.61	\$82.34	\$100.00
(510)	\$64.27	\$75.56	\$91.79
(720)	\$64.07	\$75.36	\$91.58
(1,500)	\$63.24	\$74.33	\$89.94
(3,000)	\$61.81	\$72.69	\$87.88
(4,200)	\$60.37	\$71.46	\$86.45
(6,000)	\$60.16	\$70.84	\$85.63

COLOR RATES	SINGLE PAGE	DOUBLE TRUCK
Black & one color	\$1,082.00	\$1,722.00
Black & two colors	\$1,411.00	\$2,060.00
Black & three colors	\$1,669.00	\$2,412.00

## SUNDAY REAL ESTATE & RENTALS SECTION

Black & one color	\$278.25
Black & two colors	\$388.50
Black & three colors	\$577.50

Pickup discounts do not apply

## COLOR FREQUENCY DISCOUNTS

	8X	13X	26X
Black & one color	\$250.00	\$237.00	\$223.00
Black & two colors	\$350.00	\$330.00	\$311.00
Black & three colors	\$520.00	\$491.00	\$462.00

## HOLIDAY RATES

As a result of Sunday home delivery, display ads that run on the following observed holidays will be billed at the Sunday rate: New Year's Day, MLK's Birthday, Presidents' Day, Memorial Day, July 4th, Labor Day, Veterans' Day, Thanksgiving, the day after Thanksgiving, and Christmas.

## BUILDERS COLOR PAGE

	4x In 8weeks	13x In 26 weeks	39x In 52 weeks	52x Consecutive
Per Unit	\$116.56	\$98.43	\$80.47	\$75.88
Per Ad	\$1,515.28	\$1,279.59	\$1,046.11	\$986.44

Publishes Sunday in full color in the Homes Section. Each ad is 13 column units (4 1/4" x 6 1/2"). These rates are flat rated and no discounts apply.

# Real Estate Advertising

## PHOTO PAGES

Sunday	Resale	New Construction	Multi-listing
1x	\$205.20	\$275.04	\$393.75
13-25x	\$157.86	\$244.08	\$351.27
26x	\$110.79	\$200.07	\$308.70
Saturday			
1x	\$153.90	\$206.28	\$295.38
13-25x	\$118.44	\$183.06	\$263.52
26x	\$83.16	\$150.12	\$231.57

Photos: \$50.00 All Areas

Rates for consecutive insertions using template format and guidelines. All others at bulk contract rate. Ads will appear on statesmanclassifieds.com. Properties offered for sale by realtors or individuals. Deadlines Wednesday at noon.

**Real Estate & Rentals Internet Directory** available in the Sunday Real Estate & Rentals section, Tech Monday and Fridays Technopolis. Does not apply to bulk rate attainment. Call your sales representative for rates.

**Banner/Strip ads** available in Sunday's Real Estate & Rentals section for run of section or designated location. Does not apply to bulk rate attainment. Call your sales representative for availability and rates.

**New Construction Inventory** appears in the Wednesday Classified section and Saturday's Business and Central Texas Homes. Pricing includes color. Space and copy deadlines are Thursdays at Noon. Does not apply to bulk rate attainment. Call your sales representative for rates and format.

**Manufactured Homes Photo Ads** are based on single units for resale or new in the Sunday Real Estate & Rentals section and statesmanclassifieds.com. Space and copy deadlines are Mondays at Noon. Does not apply to bulk rate attainment. Call your sales representative for rates and format.

**The Manufactured Homes Communities** page features manufactured homes communities and subdivisions in the Sunday Real Estate and Rentals Section. Space and copy deadlines are on Monday at Noon. Does not apply to bulk rate attainment. Call your sales representative for rates and format.

## SATURDAY PRESTIGIOUS PROPERTIES

Publishes Saturdays in full color in the Business & Central Texas Homes Section and on statesmanclassifieds.com for homes \$400K & up. Each ad is a 3" x 3 1/2", 10 column format. These rates are flat rated and are applicable to consecutive insertions. Deadlines Tuesday at noon.

1x	13 - 25x	26x
\$295.28	\$222.28	\$203.86

## LOCAL LINE RATES

Local line rate applies to ads billed 13 lines or less. Does not apply to Employment category. 3 line minimum.

### \*LINE RATE

Sunday, Saturday & Friday only	\$7.21
Daily only	\$6.33
Consecutive days	
2-3 days	\$5.13
4-6 days	\$4.29
7-9 days	\$3.69
10-18 days	\$3.38
19-29 days	\$3.21
30 days	\$3.14
*Per line per day	

The rate per line is determined by the ad schedule and decreases the longer the ad publishes consecutive days. For example, 3 lines for 2 consecutive days is \$30.78 (\$5.13 per line per day); 5 consecutive days is \$64.35 (\$4.29 per line per day); 8 consecutive days is \$88.56 (\$3.69 per line per day), etc.

**BOLDING:** Have your entire line ad printed in bold for an additional \$2.00 per day.

**DISCOUNTS** - May not be combined except as noted on this rate card.

- PICKUP DISCOUNTS** - Advertiser may pick up any display ad and repeat it during a 7 day period and receive a 30% discount. Sunday is always full price.

- WEEKEND STRETCHER** - Publish your display ad Saturday, Sunday and Monday or Friday, Saturday and Sunday, and receive a 50% discount on Saturday and Monday. Sunday is always full price.

- STANDBY ADS** - A discount of 50% will be allowed for standby ads which may publish at the discretion of the Austin American-Statesman management. Ads must be camera-ready, minimum 1/4 page and no copy changes.

## statesmanclassifieds.com

Statesmanclassifieds.com is Central Texas' biggest and best online marketplace for cars, homes, jobs and merchandise. Statesmanclassifieds.com is where serious searchers click on to search the trusted and familiar *Austin American-Statesman* print classifieds along with category-specific content and tools for the online audience. Advertising opportunities allow advertisers to target their marketing message to specific online users in each of the categories on statesmanclassifieds.com.

The REAL ESTATE SALES/RENTAL sections provide users access to listings for new and existing homes, condos, and townhomes. Home shoppers and renters often begin their search here to find properties offered for sale or lease by realtors or individuals. In addition to a powerful search capability, this section contains related homebuyer information such as neighborhood and school content to help users in the market make more informed decisions about where to live. Users of the Real Estate Sales section can also access the Austin MLS listings made available to the Statesman through a partnership with the Austin Board of Realtors. The MLS database includes photos and detailed information on each of the listings.

More listings can be found through the statesmanclassifieds.com Real Estate Directory. Here you will find a number of realtors along with a brief profile and a link to property listings on their website. Users can use this directory to learn more about a particular realtor as well as find a professional realtor to help them sell or purchase their new home.

Statesmanclassifieds.com provides several advertising opportunities within the REAL ESTATE SALES/RENTAL sections to help maximize your exposure and direct traffic to your Web site. These opportunities include Content Sponsorships, Banner Advertising and Realtor Directory listing. A multimedia campaign with a combination of print and online advertising is also available.

For more information regarding advertising opportunities, call (512) 912-5908.

## statesman.com

Statesman.com is the online site for the *Austin American-Statesman*. With over 1.3 million pageviews monthly and growing, statesman.com is increasingly becoming the online resource in Central Texas users turn to for local news. Statesman.com site channels include News, Metro/State, Sports, Biz/Tech, Life/Entertainment and Editorial. These channels provide excellent target advertising opportunities, which include banner advertising and special section sponsorships.

For more information regarding advertising opportunities on statesman.com, call (512) 912-2591.

## BLIND BOX SERVICE

Advertisers using an *Austin American-Statesman* blind box will be charged \$185.00 for responses to be collected and mailed. A blind box is active until 30 days beyond the last date of publication for each ad.

## WEEKLY BUSINESS REVIEW

Distributed by subscriber request only every Saturday!  
Deadline: Wednesday Noon  
Contact your sales representative on available sizes and rates.

## HYPERLINK OPTION

Hyperlink your website and/or email address in your line ad for only \$10 per ad. Hyperlinks give users fast and easy access to your website and/or email address.

## STOCK ISLAND ADS

3 columns by 10.5 inches centered on stock/mutual fund pages. Deadlines are seven days prior to insertion. Flat rate does not apply to bulk rate attainment. Contact your sales representative for rates.

## BUSINESS SECTION STRIP ADS

6 columns by 1.5 inch strips at the bottom of stock pages. Deadlines are seven days prior to insertion Tuesday through Friday. Flat rate does not apply to bulk rate attainment. Contact your sales representative for rates.

## FAX GUIDELINES

Your fax should include:

- Billing/Account Phone #
- Sales Rep's Name (if known)
- Classification
- Schedule

Type the fax in the style you wish it to appear in the paper (e.g., company name in caps, bold or larger print, etc).

Use clean, simple pages and avoid drawing or writing on fax.

Type text in 12pt. or larger sans serif font (e.g., Arial).

## THUMBNAIL ART

Use thumbnail art to help you say it with style. More styles available.



## POINT SIZES & FONTS

We offer 8 point sizes and 4 fonts/typefaces.

6pt 10pt 12pt 14pt 18pt

24pt 30pt 36pt

Roman, *Italics*

**Bold, Cooper Black**

(Minimum size for Cooper Black is 18pt.)

## INCOLUMN BORDERS

Add a border to the top and/or bottom of your ad. We offer seven styles to choose from:

BORDER 1

BORDER 2

BORDER 3

BORDER 4

BORDER 5

BORDER 6

BORDER 7



# Classified Real Estate Deadlines & Specs

## Incolumn Line Ad Deadlines\*

Publication Day	Fax Deadline	Phone-In Deadline
Monday	Friday prior, 12 noon	Friday prior, 4:00 pm
Tuesday	Monday prior, 12 noon	Monday prior, 2:30 pm
Wednesday	Tuesday prior, 12 noon	Tuesday prior, 2:30 pm
Thursday	Wednesday prior, 12 noon	Wednesday prior, 2:30 pm
Friday	Thursday prior, 12 noon	Thursday prior, 2:30 pm
Saturday	Thursday prior, 2 pm	Thursday prior, 4:00 pm
Sunday	Friday prior, 12 noon	Friday prior, 4:00 pm

## Display Ad Deadlines\* (paste-up)

Publication Day	Deadline
Monday	Wednesday prior, 12 noon
Tuesday	Thursday prior, 12 noon
Wednesday	Friday prior, 12 noon
Thursday	Monday prior, 12 noon
Friday	Tuesday prior, 12 noon
Saturday	Tuesday prior, 12 noon
Sunday	Wednesday prior, 12 noon

## Display Ad Deadlines\*

(camera-ready, electronic, no paste-up work required)

Publication Day	Space Deadline	Materials Deadline
Monday	Thursday prior, 4 pm	Friday prior, 12 noon
Tuesday	Thursday prior, 4 pm	Monday prior, 12 noon
Wednesday	Friday prior, 4 pm	Tuesday prior, 12 noon
Thursday	Monday prior, 4 pm	Wednesday prior, 12 noon
Friday	Tuesday prior, 4 pm	Thursday prior, 12 noon
Saturday	Tuesday prior, 4 pm	Thursday prior, 12 noon
Sunday	Wednesday prior, 4 pm	Friday prior, 12 noon

## Technopolis Deadline\*

Published every Friday, deadlines Monday prior, 4 pm

## statesmanclassifieds.com Deadline\*

Text must be submitted four working days prior to being online.

\*Times shown are Central Standard Time.

During the holiday seasons, the advertising deadlines are earlier than those shown here.



## ELECTRONIC FILE REQUIREMENTS

Postscript print files and Acrobat PDF file formats are accepted. After successful test completion, electronic ads are accepted and processed at no additional charge. Several layout and graphic programs are supported as well as many different types of removable storage cartridges (Syquest 44, 88 & 100, Zip & Jaz disk, 600 MB & 200 MB opticals, and ftp). Ads on disk are due 12 noon, 24 hours prior to publication. Saturday, Sunday and Monday publications are due Friday 12 noon.

Due to licensing restrictions concerning font ownership/usage, and to ensure all pagination compatibility problems are solved prior to insertion, please ask your sales representative or contact Prepress at (512) 445-3508. The *Austin American-Statesman* receives ads from AP AdSend, WAMINet, adDirect.com, Digiflex and AdExpress.

Ask your advertising representative about submitting your line ads electronically.

# Special Services

## PROOFS

You will be called approximately one hour after your proof is received for corrections. All proofs must be returned by noon the day prior to publication to ensure corrections are made. The *Austin American-Statesman* does not guarantee proofs.

Recomposition or major changes to any ad requiring a complete makeover will be charged \$65 per hour.

Ad Services Hours: Monday - Friday 8:30am to 6:00pm

For proof information call (512) 445-3760.

## CORRECTIONS VS. CHANGES

When the advertiser approves any proof copy of advertising, Publisher shall not be liable for the return of any charges made in connection with publication, if the publication contains errors or omissions, or if errors occur on changes made on proofs. No proofs will be shown on advertising materials submitted after the Publisher's deadlines. A composition charge of \$60 per hour will be made for change of original copy or layout, and for advertising material prepared for publication and not used.

## ADVERTISING ARTWORK

A complete Creative Services Department is available to assist in creating your ad. Fashion illustration, cartoons, product illustration, logo design and ad layout are some of the services available. Deadlines are two days prior to newspaper deadlines. Art charges of \$60 per hour are incurred after the first 30 minutes. Logo copyrights may be purchased for a fee. For more information concerning Creative Services, call 445-3713.

All artwork, layouts or other material created by the *Austin American-Statesman* in connection with the publication of any advertisement, whether at the specific direction of the Advertiser, the Agency, or as made necessary to conform the advertising copy to specifications of the *Austin American-Statesman*, shall belong solely to the *Austin American-Statesman* without regard to whether any additional fee is charged for providing such material or any service associated with creation of any layout, artwork or the like. It is specifically agreed between Publisher and the Advertiser that all copyright or similar rights in such artwork, layout or similar material shall belong to the Publisher.

## MECHANICAL REQUIREMENTS PRINTING PROCESS:

### OFFSET

#### TEN COLUMN MEASURES

Standard Page - 210 column inches

10 columns (77.1 picas/13") wide x 21" deep

Number of Columns Wide	Picas	Inches
1	7p4	1 3/16
2	15p2	2 1/2
3	23picas	3 13/16
4	30p10	5 1/8
5	38p6	6 3/8
6	46p6	7 3/4
7	54p4	9
8	62p2	10 5/16
9	70picas	11 5/8
10 (standard full page)	78p3	13
21 (double truck)	161picas	26 3/4

Any standard section ads over 19 inches deep will be charged at full depth (21"). Minimum size for each column: 1x4, 2x2, 3x3, 4x4, 5x5, 6x6, etc. Printed depth dimensions are 2% less due to pagination requirements.

## SIX COLUMN MEASURES

(Homes, Business, Main News, Sports, Lifestyle, Special Sections)

Standard Page - 126 column inches 6 columns (78p3/13") wide x 21" deep

Number of Columns Wide	Picas	Inches
1	12p2	2 1/16
2	25p4	4 1/4
3	38p6	6 7/16
4	51p8	8 5/8
5	64p10	10 13/16
6 (standard full page)	78p3	13
11 (double truck)	135p6	22 3/8
13 (full double truck)	161picas	26 3/4

Any standard section ads over 19 inches deep will be charged at full depth (21"). Minimum size for each column: 1x1 1/2, 2x2, 3x3, 4x4, 5x5, 6x6. Printed depth dimensions are 2% less due to pagination requirements.

## TABLOID ADVERTISING MEASURES

Tabloid Page - 65 column inches, 5 columns (60 picas/10") wide x 13" deep. Printed depth dimensions are 1% less due to pagination requirements. To accommodate pagination requirements, full page ads should be built to a height of 12.875.

Number of Columns Wide	Picas	Inches
1	11p2	1 7/8
2	23p4	3 15/16
3	35p7	5 15/16
4	47p9	7 15/16
5 (standard full page)	60picas	10
11 (full double truck)	125p6	20 7/8

Any tabloid ads over 11 inches deep will be charged at full depth (13"). Same minimum sizes apply.

## ROP DEPTH REQUIREMENTS

All ROP advertisements must be at least the following column inch sizes: 1x 1 1/2, 2x2, 3x3, 4x4, 5x7, 6x7. Any standard section ads over 19 inches deep will be charged at full 21 inches deep.

## PHOTO/VELOX REQUIREMENTS HALFTONES

85 line screen black and white; 100 line screen color  
3% hiline dot, 85% shadow dot.

All of the requirements on this card are to ensure crisp, sharp and accurate reproduction of your advertising materials. Adherence to these policies is important as variation from them could result in poor reproduction and additional costs for corrective processes.

## PASTEUP MATERIALS

Cellophane tape or any type of clear tape materials will show. Non-repro blue (light blue) is acceptable for marking on paste-up or camera-ready material. Non-repro blue is to be used when stripping work is necessary.

# Preprint Insertion Rates

Publisher sells its services directly to local merchants and will not distribute preprints that are a collection of advertising for local businesses. Publisher does not sell local advertising services on a wholesale basis. All Local Classified Advertising Preprints are priced according to the cost-per-thousand chart shown below. Minimum \$275.00 per insertion. **CHARGES WILL BE DETERMINED BY SQUARE INCH MEASUREMENT. PAGE SIZES ARE FOR QUICK REFERENCE ONLY.**

## Non-Contract Rates

Circulation (in 1000's)	UP TO 25,000	UP TO 45,000	UP TO 80,000	UP TO 120,000	UP TO 160,000	UP TO 190,000	OVER 190,000
1-599sq. in.							
4 pg tab or minimum charge	\$65.39	\$62.22	\$55.91	\$48.01	\$44.87	\$36.65	\$36.37
600-899 sq. in.							
6 pg tab - 2 pg std - 8pg mini tab	70.27	67.03	63.78	58.61	55.38	51.16	48.58
900-1,099 sq. in.							
8 pg tab - 4 pg std - up to 16 pg mini tab	76.42	73.18	70.27	64.31	62.05	57.64	54.75
1,100-1,699 sq. in.							
12 pg tab - 6 pg std - up to 24 pg mini tab	92.29	89.69	86.13	79.97	76.75	72.54	69.94
1,700-2,399 sq. in.							
16 pg tab - 8 pg std - up to 32 pg mini tab	108.79	105.24	102.00	95.52	92.61	86.52	85.14
2,400-3,299 sq. in.							
20pg tab - 10 pg std - 24 pg tab - 12 pg std	121.12	118.51	114.96	108.16	104.59	99.73	97.15
over 3,300 sq. in.							
32pg tab - 16 pg std - 36 pg tab - 18 pg std	143.76	140.86	137.62	129.19	126.29	121.12	118.51

Circulation of less than 120,000 is available for delivery on Wednesdays, Thursdays, and Sundays. For price quotes on Preprints, call sales representative or (512) 445-3778.

## Contract Frequency Discounts

Discounts apply to rate schedule above.

(50M MINIMUM PER RUN)

5 to 10 per year .....	5% Discount
11 to 20 per year .....	10% Discount
21 to 30 per year .....	12% Discount
31 to 52 per year .....	15% Discount
53 to 75 per year .....	20% Discount
76 to 89 per year .....	25% Discount
90 to 109 per year .....	30% Discount
110 plus per year .....	35% Discount

Yearly contracts are available. For complete information on preprint contracts, contact your classified advertising salesperson.

## Reach/TMC Program/Shared Mail

Combines Newspaper Preprint coverage with Direct Mail to non-subscribers for complete coverage of the Austin market. Rates and discounts listed above apply to Newspaper Inserts only. Add an additional \$4 per thousand to the Preprint Insertion Rates for Reach (shared mail). 48-per-year Frequency Discount available for combined coverage of 225,000 plus circulation...40% Discount. 26 time frequency 30% discount and 13 time frequency 20% discount. Minimum rate of \$33.00 per thousand for Reach. For complete information concerning the Reach Program, contact your advertising representative. Solo mailing is at additional cost (\$175.10/M). No discounts apply.

## In-Paper Delivery

To reach the entire *Austin American-Statesman* circulation, in-paper preprints can be inserted into all home-delivered and newsrack copies any day of the week.

## Zoned Area Preprints (Zap)

Zoned Area Preprints are a distribution system for preprinted advertising materials that allows distribution to one or any combination of *Austin American-Statesman* circulation branches. Zoning is available on Wednesday, Thursday, and Sunday.

## Austin American-Statesman

### Print Plus Printing Program

The *Austin American-Statesman* provides full service printing capabilities for our advertisers. Solo mail services available using your mailing list or available database lists. For printing and mail insert pricing, call your salesperson or (512)445-3779 or 445-3784.

### Single Sheet & 11"x17" Pre Print Rates

Frequency	8 1/2" x 11"	11" x 17"
Open Rate	\$33.13/M	\$38.84/M
5-10	30.70/M	36.37/M
11-30	28.42/M	34.10/M
31-52	26.14/M	31.83/M
53-over	22.74/M	29.56/M

Minimum quantity is 10,000 (zoning is available on Wednesday, Thursday and Sunday)

# Advertising Terms & Conditions

## Terms Of Payment & General Policy

**CREDIT TERMS** - Credit available only upon approval of a completed credit application.

**PAYMENT TERMS** - A courtesy account of up to \$400 may be extended for those meeting our billing criteria. Certain classifications or types of ads are to be prepaid. Consult your sales representative for details.

**GENERAL POLICY** - All advertising submitted for publication in the *Austin American-Statesman* is subject to the following general policies in addition to any policies set forth by individual advertising agreements with advertisers. These conditions shall be cumulative of any specific agreement and may not be waived by any person other than the Publisher, General Manager or the Vice President of Advertising of the *Austin American-Statesman*. The submission of any material for publication as advertising in the *Austin American-Statesman* shall constitute an agreement by the person, company or entity submitting such advertising material to all of the terms set forth therein:

**ACCEPTANCE** - Cox Texas Publications, Inc. d/b/a the Austin American-Statesman (hereinafter "the Publisher"), reserves the right to reject or revise all material submitted for publication. The advertising columns of the *Austin American-Statesman* are an integral part of the total publication and the Publisher shall exercise complete control over those columns. In the event that any material submitted by an Advertiser is published in the columns of the *Austin American-Statesman*, the Advertiser shall be responsible for all injuries or damages done to any individual as a result of the publication of such material. It is specifically agreed between the Advertiser and the Publisher that the Advertiser shall hold the Publisher harmless from any claims, any liability, and any costs, including reasonable attorneys' fees, incurred as the result of the publication of any material submitted by the Advertiser.

**LIMITED LIABILITY** - In the event that the Publisher fails to publish the advertisement or material submitted for publication, or if the advertisement or advertising material as published contains errors or omissions, Publisher's liability shall be limited to the amount charged the Advertiser in connection with the service of providing advertising space or other services provided by the Publisher. This limitation on the amount of any liability shall apply even if the failure to publish or any errors or omissions result solely from the fault of the Publisher. In no event shall Publisher be liable for any consequential damages, lost profits, lost business, or any damages of any nature other than the return of charges made to the Advertiser in connection with the acceptance of the material. Publisher will not be responsible for more than one incorrect insertion of any advertisement and liability shall be limited to that portion of the advertisement affected by the error. Claims for error adjustments must be made within 30 days of ad(s) publishing. **IMPORTANT! PUBLISHER'S LIABILITY IS LIMITED IN ALL CASES TO THE RETURN OF THE CHARGES MADE FOR THE ADVERTISING. THIS LIMITATION ON LIABILITY IS A CONDITION FOR THE ACCEPTANCE OF ANY ADVERTISING BY THE AUSTIN AMERICAN-STATESMAN.**

**POSITIONING** - Classified advertisements are positioned under the appropriate classification; however, **we do not guarantee placement of the ad** within the classification. All advertising purchased outside of Classifieds is positioned as "Run of the Paper." All efforts will be made to accommodate position requests.

**RATES** - The Publisher reserves the right to revise any and all rates at any time upon thirty days' notice. The Advertising Agency and the

Advertiser assume and agree to pay the charges including an appropriate tax for advertising published at their direction. Publisher may bill either Advertiser or Advertising Agency.

Rates included in this rate card or in advertising agreements do not include any network sales commission, transaction or other such fees, which shall not be the responsibility of the Publisher unless approved by Publisher in writing.

**GENERAL** - The *Austin American-Statesman* reserves the right to reject any and all advertising which it considers objectionable. It is also understood that if the state, municipal, or federal government passes a sales tax, the *Austin American-Statesman* reserves the right to add the amount of said tax to the advertising rates in this card.

All mail order advertising, advertising on contests, business opportunities, and proprietary remedies must be submitted for approval.

**ARTWORK** - All artwork, layouts, or other material created by the Austin American-Statesman in connection with the print and/or online publication of any advertisement, whether at the specific direction of the Advertiser, the Advertising Agency, or as made necessary to conform the advertising copy to specifications of the *Austin American-Statesman*, shall belong solely to the *Austin American-Statesman* without regard to whether any additional fee is charged for providing such material or any service associated with creation of any layout, artwork, or the like. It is specifically agreed between Publisher and the Advertiser that all copyright or similar rights in such artwork, layout, or similar material shall belong to the Publisher.

## Copy Regulations

**LATE CHARGES** - If and when late charges are administered, 10% of ad cost will be assessed.

**LATE AD KILLS** - Display ads cancelled within 24 hours of publication date will be assessed a **25% space charge**.

Advertiser shall be liable for any and all costs incurred by Publisher in bringing advertising material within the conformance of published policy.

**NEWS STYLE (EDITORIAL) ADS** - Ads in news style must print the word "ADVERTISEMENT" in minimum 8 point type (type size required varies depending on ad size). "ADVERTISEMENT" must be typeset once for every two columns of width (e.g., four-column ad would have it printed twice). Ads must be fully bordered. Standard news and headline typesets and standard *Austin American-Statesman* format are not acceptable. Ads may carry partial reprints of *Austin American-Statesman* reviews or news stories as long as no copy is changed and the original message is not distorted. Headlines or articles from other publications submitted as components of ads must be accompanied by written approval from the publication to reprint.

All news style ads are accepted based upon *Austin American-Statesman* approval to publish.

**GOING-OUT-OF-BUSINESS ADS** - Ads for "Going-Out-of-Business" must be paid for in advance of deadline for approval and in advance of publication, and must include out-of-business permit number. Ads must be in compliance with state of Texas going out of business laws.

**RATE/POLICY CHANGES** - The rates and policies of the *Austin American-Statesman* as stated in these pages are subject to review and change by the Publisher and/or the Vice President of Advertising at any time upon 30 days' notice.

# Application for Credit & Credit Agreement

Austin American-Statesman

Phone: 512-445-3767

Fax: 512-445-3838

MUST BE COMPLETED IN FULL

Name \_\_\_\_\_

Location Address \_\_\_\_\_

Billing address \_\_\_\_\_

P.O. Box \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

(If completed, statements will be mailed to P.O. Box. In addition, the physical location and billing addresses are required for our records.)

Billing Contact \_\_\_\_\_

Parent Company \_\_\_\_\_ Address \_\_\_\_\_

Phone \_\_\_\_\_ Nature of Business \_\_\_\_\_ Number of Years in Business \_\_\_\_\_

Form of Business (Check One): Individual Ownership \_\_\_\_ Partnership \_\_\_\_ Corporation \_\_\_\_

Owner Information (List information for all owners/partners/corporate officers):

Name	Address	Phone #	Social Security #
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Name	Address	Phone #	Social Security #
_____	_____	_____	_____

Name	Address	Phone #	Social Security #
_____	_____	_____	_____

If Individually Owned, List the Following:

Owner's Full-time Employment	Owner's Birthdate	Owner's DL#
_____	_____	_____

If From Out of Town, Give Name and Address of Business There:

Amount of Credit Desired: **Retail** \_\_\_\_\_

**Classified** \_\_\_\_\_ **Total Credit** \_\_\_\_\_

List Five Credit References:

Name	Address	Phone#
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Media References \_\_\_\_\_

Non-Media References \_\_\_\_\_

The information given above is true and correct. In the event this Application for Credit and Credit Agreement is accepted by the **Austin American-Statesman**, this shall constitute the agreement between the parties. The person signing this Application for Credit and Credit Agreement is authorized to sign on behalf of the applicant. APPLICANT SHALL NOTIFY THE **AUSTIN AMERICAN-STATESMAN** IN WRITING **THIRTY (30) DAYS** PRIOR TO ANY CHANGE IN THE FORM OF APPLICANT'S BUSINESS OR ANY CHANGE IN ADDRESS.

The acceptance of this Application for Credit by the *Austin American-Statesman* does not waive the *Austin American-Statesman's* rights to refuse acceptance of credit advertising without prior notice.

I (we) guarantee payment to the *Austin American-Statesman* for all advertising space and other services ordered by \_\_\_\_\_ and agree to the terms of due upon receipt. In the event of payment default hereunder Advertiser, Agency and/or Buying Service agree to pay The *Austin American-Statesman* for all collection costs, contingent fees, and reasonable attorney fees incurred. In the event of suit or action, same shall take place in Austin, Travis County, Texas at the option of the *Austin American-Statesman*.

This Information Given By:

Print Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

(When a complete application is received by the Credit Department, a 48-72 hour response is guaranteed.)

If submitting any other credit information, this application must still be signed & included.

TO BE FILLED IN BY AUSTIN AMERICAN-STATESMAN SALES REPRESENTATIVE

Assigned Salesperson \_\_\_\_\_ Salesperson # \_\_\_\_\_ Date \_\_\_\_\_

TEARSHEETS Needed for This Account?  YES  NO # Needed \_\_\_\_\_

Has Cash Advertising Been Placed Within the Last 12 Months Including While This Application is Pending?

YES  NO ACCOUNT # Retail \_\_\_\_\_ Classified \_\_\_\_\_

PRODUCT CODE \_\_\_\_\_

# Classified Advertising Contract

## Austin American-Statesman

P.O. Box 670, Austin, Texas 78767 (512) 445-3525

\_\_\_ CLASSIFIED  
\_\_\_ ZONE  
\_\_\_ PREPRINT  
\_\_\_ SHOWWORLD

\_\_\_ STATESMANCLASSIFIEDS.COM  
\_\_\_ INTERNET DIRECTORY  
\_\_\_ WEEKLY BUSINESS REVIEW  
\_\_\_ XL ENT.

\_\_\_ EXPERIENCE AUSTIN  
\_\_\_ EXPERIENCE AUSTIN EXTRA  
\_\_\_ OTHER  
\_\_\_ NEW \_\_\_ RENEWAL

CONTRACT START DATE \_\_\_\_\_ CONTRACT END DATE \_\_\_\_\_

This agreement is made on the \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_, between the *Austin American-Statesman* (herein after called "the Company"), and \_\_\_\_\_ (herein after called "the Advertiser"), located at \_\_\_\_\_.

**WHEREAS the company is the publisher of the *Austin American-Statesman* and the advertiser wishes to purchase advertising space in said Newspaper. The Company and the Advertiser agree as follows:**

1. The Advertiser shall purchase *Austin American-Statesman's* advertising services by placing orders for a minimum of \_\_\_\_\_ on the Company's rate schedule and in accordance with Terms and Conditions, which are incorporated herein by reference and made a part of this agreement, subject to the rate revision provision of paragraph (4) below.
2. The term of this agreement shall be one year from the date hereof unless otherwise noted above.
3. **SHORT RATES/REBATES:** If after one year or contract period, the Advertiser shall have published fewer ads or smaller ads than agreed upon in contract, to the extent that a different rate would be applicable according to the *Austin American-Statesman's* current rate card, the Advertiser's rate for all space used during the year shall be increased to the appropriate rate indicated on the current rate schedule. Should Advertiser have published more ads or larger ads than agreed upon, to the extent that a different rate would be applicable, a rebate (in the form of a credit toward advertising to be used within the following 60 days) will be allowed for up to one rate bracket above contracted levels.
4. The Company may revise its advertising service rate schedule at any time upon 30 days written notice to the Advertiser, who may without penalty, cancel this agreement by giving 30 days prior written notice to the Company.
5. **CANCELLATION CHARGES:** In the event that the Advertiser cancels a previously scheduled ad after the Company's published deadlines, the Advertiser will be billed a cancellation charge of 25% of the cost of the canceled ad.
6. The Company may, in its sole discretion, edit, classify or reject any advertising copy submitted by the Advertiser.
7. The Advertiser shall make payment within 30 days of the Statement date. In the event that the account becomes past due, the Company may reject advertising copy and/or immediately cancel your contract and the Advertiser agrees to indemnify Company for all expenses incurred in connection with the collection of amounts payable including court costs and attorney's fees. If this agreement is canceled due to Advertiser's failure to make timely payment, Company may rebill the Advertiser for the outstanding balance due at the open or earned contract rate, whichever is applicable.
8. This agreement cannot be invalidated for typographical errors, incorrect insertion or omission in Advertising published. The Company agrees to run corrective advertisement for that portion of the first insertion which may have been rendered valueless by such typographical error, wrong insertion or omission. Advertiser shall notify the Company of such errors in time for correction before the second insertion. The Company shall not be liable to Advertiser for any loss that results from the incorrect publication of its advertisement.
9. The Advertiser agrees to hold harmless and indemnify the Company from all damages cost, and expenses, of any nature whatsoever, for which the Company may become liable by reason of its publication of the Advertiser's advertising.
10. All advertising copy which represents the creative effort of the Company and/or the utilization of creativity, illustrations, labor composition, or material furnished by it, is and remains the property of the Company, including all rights of copyright therein. Advertiser understands and agrees that it cannot authorize photographic or other reproductions, in whole or part, of any such advertising copy for use in any other medium without the express written consent of the Company.
11. In the event that any federal, state, or local taxes are imposed on the printing of advertising material, the creation of advertising material or on the sale of advertising space, such taxes shall be assumed and paid by the Advertiser.
12. This agreement may not be assigned or transferred by the Advertiser.
13. If the ad is not published or is published with an error, the Company's liability to Advertiser shall be limited to the return of the payment made for publishing the ad. In no event shall the company be liable for any lost profits or consequential damages. See Terms and Conditions.

Accepted by: \_\_\_\_\_

Agreed by: \_\_\_\_\_

\_\_\_\_\_  
Austin American-Statesman Title

\_\_\_\_\_  
Advertiser Title

Approved by: \_\_\_\_\_

Account Number: \_\_\_\_\_

Date: \_\_\_\_\_

Revised 09/21/99

\* *Bolding denotes holiday rates*

## 2001 CALENDAR

January 2001							February 2001							March 2001							April 2001									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
	<b>I</b>	2	3	4	5	6					1	2	3					1	2	3	1	2	3	4	5	6	7			
7	8	9	10	11	12	13	4	5	6	7	8	9	10	4	5	6	7	8	9	10	8	9	10	11	12	13	14			
14	<b>15</b>	16	17	18	19	20	11	12	13	14	15	16	17	11	12	13	14	15	16	17	15	16	17	18	19	20	21			
21	22	23	24	25	26	27	18	<b>19</b>	20	21	22	23	24	18	19	20	21	22	23	24	22	23	24	25	26	27	28			
28	29	30	31				25	26	27	28				25	26	27	28	29	30	31	29	30								
May 2001							June 2001							July 2001							August 2001									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
			1	2	3	4	5					1	2	1	2	3	<b>4</b>	5	6	7				1	2	3	4			
6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11			
13	14	15	16	17	18	19	10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18			
20	21	22	23	24	25	26	17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25			
27	<b>28</b>	29	30	31			24	25	26	27	28	29	30	29	30	31					26	27	28	29	30	31				
September 2001							October 2001							November 2001							December 2001									
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S			
						1				1	2	3	4	5	6						1	2	3							1
2	<b>3</b>	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8			
9	10	11	12	13	14	15	14	15	16	17	18	19	20	<b>11</b>	12	13	14	15	16	17	9	10	11	12	13	14	15			
16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	<b>22</b>	<b>23</b>	24	16	17	18	19	20	21	22			
23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30	23	24	<b>25</b>	26	27	28	29				
						30															30	31								

## 2002 CALENDAR

January 2002							February 2002							March 2002							April 2002							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
		<b>I</b>	2	3	4	5					1	2					1	2				1	2	3	4	5	6	
6	7	8	9	10	11	12	3	4	5	6	7	8	9	3	4	5	6	7	8	9	7	8	9	10	11	12	13	
13	14	15	16	17	18	19	10	11	12	13	14	15	16	10	11	12	13	14	15	16	14	15	16	17	18	19	20	
20	<b>21</b>	22	23	24	25	26	17	<b>18</b>	19	20	21	22	23	17	18	19	20	21	22	23	21	22	23	24	25	26	27	
27	28	29	30	31			24	25	26	27	28			24	25	26	27	28	29	30	28	29	30					
May 2002							June 2002							July 2002							August 2002							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
			1	2	3	4						1			1	2	3	<b>4</b>	5	6				1	2	3		
5	6	7	8	9	10	11	2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10	
12	13	14	15	16	17	18	9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17	
19	20	21	22	23	24	25	16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24	
26	<b>27</b>	28	29	30	31		23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30	31	
September 2002							October 2002							November 2002							December 2002							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
1	<b>2</b>	3	4	5	6	7				1	2	3	4	5						1	2							1
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9	8	9	10	11	12	13	14	
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	<b>11</b>	12	13	14	15	16	15	16	17	18	19	20	21	
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	<b>21</b>	<b>22</b>	23	22	23	24	<b>25</b>	26	27	28	
29	30						27	<b>28</b>	29	30	31			24	25	26	27	28	29	30	29	30	31					

# Classified Advertising



## CONTACTS

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Hal Lefton ..... Advertising Business Manager  
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hlefton@statesman.com

Tom Linehan ..... Online Business Manager  
(512) 445-3597  
tlinehan@statesman.com

statesmanclassifieds.com .... (512) 445-2591

AustinAtWork.com ..... (512) 912-2571

Classified Public Notices .... (512) 445-4064

Retail Advertising ..... (512) 445-3742

Circulation ..... (512) 445-4040

Credit ..... (512) 445-3767

Customer Service ..... (512) 445-3519

TDD - Telecommunications

Device For The Deaf ..... (512) 445-3534

