

REACH HISPANIC NEWSPAPER READERS ALL OVER TEXAS



Hispanic STATEWIDE CLASSIFIED ADVERTISING NETWORK

• AFFORDABLE • EFFECTIVE • EASY



TEXAS PRESS SERVICE, INC
A division of Texas Press Association
718 WEST FIFTH ST.
AUSTIN, TX 78701-2799
512-477-6755 OR FAX 512-477-6759

23 newspapers: 836,915 circulation

Amarillo, A Su Salud	Houston, Semana
Amarillo, El Mensajero	Houston, La Prensa de
Austin, El Mundo	Laredo Ante Sala
Brownsville, El Nuevo Herald	Lubbock El Editor
Brownsville, El Extra	McAllen, El Extra
Dallas La Semana	McAllen, El Periodico USA
Dallas, El Herald News	Midland/Odessa, El Editor Permian Basin
Eagle Pass, Business Journal	San Antonio, El Mundo
El Paso, El Diario de El Paso	San Antonio, La Prensa de San Antonio
Harlingen, El Extra	San Antonio, La Prensita
Houston, La Informacion	San Antonio, El Starous News
	Waco Tiempo Newspaper

Advertising Guidelines

Newspapers reserve the right to edit or reject advertising. These guidelines are provided for your convenience.

- ▶ No political or legal/public notice ads accepted.
- ▶ Commercial advertising must indicate that the advertisement was placed by a firm or an individual engaged in a commercial enterprise. This will be done by using the firm name or the word "broker" or "agent" or some suitable term.
- ▶ Advertising requesting payment in advance for information will not be accepted.
- ▶ Earnings claims must be based on fact. Statements of such claims must be available upon request.
- ▶ Statements of gross sales or net earnings are limited to those of the last accounting period.
- ▶ Employment advertising must be for a bona fide job offering and must state the nature of the work offered. Sales help wanted advertising must not offer or appear to offer work on a salary basis when compensation is on a commission or bonus basis. When based on commission, no statement or implication of the amount that may be earned is acceptable unless it is a guaranteed wage and is followed by the word "guaranteed." Sales help wanted ads must state the type of product to be sold.
- ▶ Company name that indicates the nature of the product is acceptable.
- ▶ Advertising will be rejected if it is known or determined to discriminate based on race, national origin, religion, sex, age, marital status or individual disability except where legal restrictions prevail.
- ▶ Acceptance of advertising may be subject to business and/or Better Business Bureau reference checks.
- ▶ Adoption ads are accepted when accompanied by a letter from an attorney.
- ▶ Texas Press Service, Inc. reserves the right to accept or reject any advertising.

ECONOMICAL ADVERTISING RATES!

COMPLETE THE FORM on this page including ad copy and payment information and fax to Texas Press Services, Inc 512-477-6759 or mail to:

Texas Press Service, Inc
Attn: Shawn Jones
718 West Fifth St.
Austin, TX 78701

YOUR STATEWIDE CLASSIFIED AD (25 words or less) will be sent to all participating newspapers for only \$300. Extra words (more than 25) will incur charges as follows: \$14 per word.

PAYMENT: Ads are payable prior to publication and can be charged to your credit card. Checks and money orders are also accepted.

DEADLINES: Ad copy with payment must be received at Texas Press Service by 5 p.m. Tuesday, Central Standard Time, for ads to appear in the following week's ad network placement.

TEXAS PRESS SERVICE guarantees that your ad will be distributed to participating newspapers for publication on a "space-donated" basis. If you have questions, call Shawn Jones, (512) 477-6755 or e-mail us at shawnjones@texaspress.com.

WIDER MARKETING COVERAGE!

Name _____ Company _____

Street Address _____

City _____ State _____ ZIP _____

Telephone _____ FAX _____

Placing Newspaper (if applicable) _____

Newspaper Contact _____

WEEK(S) AD IS TO RUN _____

IMPORTANT: Ad copy, with payment, must be received by 5 p.m. Tuesday to be published the following week.

Statewide (\$300)
(extra words \$14 each)

Use lines below to write your classified ad. **Company name (required for commercial businesses)**, phone numbers, street address and city, state and ZIP Code each count as one word. Count words and cost, placing totals in blanks provided:

Words: _____ Cost: _____

PREPAYMENT REQUIRED

We accept American Express, VISA, Mastercard and Discover, or make check payable to:
Texas Press Service, 718 West Fifth Street, Suite 100, Austin, TX 78701.

Please charge to: AMEX VISA Mastercard Discover

Amount: \$ _____ Card No. _____ Expiration ____/____

Credit Card Billing Address: _____ Zip Code _____

Cardholder's Signature: _____