

HOUSTON HERALD

113 N. Grand Avenue, Houston, MO 65483 | (417) 967-2000 | FAX (417) 967-2096 | houstonherald.com

Rate Page

DISPLAY ADVERTISING

Bordered Ad
Herald
Messenger
houstonherald.com

WEEKLY CIRCULATION

4,075
10,100*
79,736 unique users**

CITY | COUNTY POP.

2,559 | 25,182

Printed on Wednesday
Publication date on
Thursday

*Includes Herald circulation. The Messenger is a section of the Houston Herald.

**April 2022

Herald display advertising deadline is 5 p.m. Monday | Messenger display advertising deadline is 5 p.m. Friday

HOUSTON HERALD

HOUSTONHERALD.COM

www.houstonherald.com

The Herald's website, is the most popular in south-central Missouri and the winner of statewide awards.

All print ads also appear at www.houstonherald.com.



HERALD ON THE GO

A text messaging service of breaking news available to advertisers.

Advertising also appears at no additional charge in eHerald, the news-papers electronic edition, which is part of the Houston Herald's digital platform for desktop and mobile.

CLASSIFIED ADVERTISING

For Sale, For Rent, Real Estate, Garage Sales, etc. Ads also appear on houstonherald.com

40 cents per word
\$6.50 minimum

Classified ads are printed in the classified pages of the Houston Herald and Licking News.

Deadline is 10 am Tuesday.

DISPLAY CLASSIFIED ADVERTISING

Bordered Ad in the classified section

\$6.75 per column inch Display classified advertising deadline is 10 am Tuesday.

Add \$1 if not paid before billing.

MESSENGER ADVERTISING

Bordered Ad in the Messenger section.

The Messenger is a section of the Houston Herald which is also distributed by mail in Texas County and parts of Phelps and Dent Counties.

Messenger advertising deadline is 5 p.m. Friday.

EARNED DISCOUNT RATES

Per column inch - all ads also appear at houstonherald.com

	HERALD	MESSENGER
Open Rate	\$7.30	\$8.80
25 Inches per Month	\$6.85	\$8.40
40 Inches per Month	\$6.70	\$8.25
75 Inches per Month	\$6.55	\$8.10
150 Inches per Month	\$6.50	\$8.05

LEGALS AND PUBLIC NOTICES

Per column inch

Herald **\$8.50** Messenger **\$10.00**

PAGE MEASUREMENTS

Broadsheet SAU Format

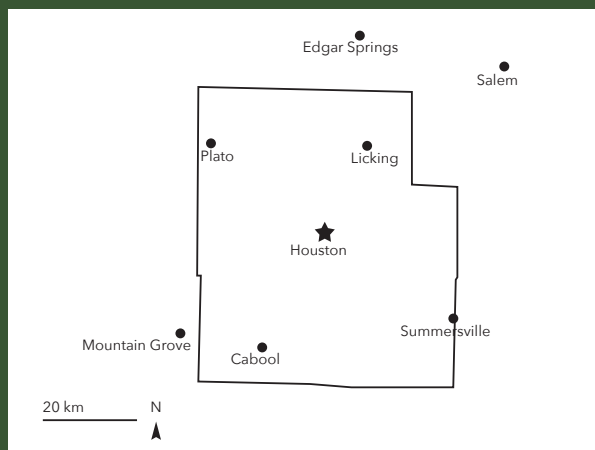
Full-page size: **6 columns** (11 " wide x 21" tall)

Column width: **1.69 inches**

Space between columns: **1/8 inch**

MESSENGER COVERAGE

Areas in Texas, Dent and Phelps Counties



All print ads appear on a search-friendly directory on our website and are optimized to be found in internet searches.

Houston Herald

SPORTS | B1

HIS GIRLS BASKETBALL GETS A NEW HEAD COACH

Lorely Vernon becomes the second female leader in the history of the program.

Consider it pure joy my brothers and sisters, whenever you face trials of many kinds. James 1:2

THURSDAY | MAY 27, 2021 | \$1.00 | houstonherald.com

Patrol urges holiday caution

Memorial Day weekend is also a time for families to get together. Memorial Day weekend, there were 11 fatalities and 110 injuries on the roads. Memorial Day weekend, there were 11 fatalities and 110 injuries on the roads. Memorial Day weekend, there were 11 fatalities and 110 injuries on the roads.

RENEWING A TRADITION THAT EXTENDS GENERATIONS

Houston Elementary School second-graders were from inside the City of Houston Fire Department's Pierce Sabar jumper truck while enjoying a ride on Grand Avenue on Monday last week. Assistant chief Jan Cook is in the driver's seat. Because of the COVID-19 pandemic, the annual tradition was not held last year, and members of last year's first-grade class got their chance last week.

Broadband program generates much interest

In the first week of the Emergency Broadband Benefit more than one million people registered. It provides financial assistance with internet costs and related equipment.

RAYMONDVILLE PUNCH DRAWS BIG CROWDS

The annual festival of the popular festival was attended by an unusually large number of people. A18

MESSANGER

HOUSTON HERALD | Thursday, June 3, 2021 | M1

Standard Charter Post
125 Spring Street
Phone No. 292
Houston, Mo. 65042
Looking Mo. 65042

INSIDE THIS WEEK'S EDITION OF THE HOUSTON HERALD:

- Houston School District's new gym taking shape
- Houston Astros Football Game set for Saturday in Houston
- Houston Lions Club recognizes top with Teacher of the Year awards

Helping growers make lavender thrive in muggy Missouri

University of Missouri Extension is about to take several of the grower's out of general lavender in Missouri. The first of these lavender date operation plans in the state was started May 14 at the first lavender demonstration plot in St. Charles.

"This effort... all the Spriggville, Branson, Garden and the Adam County MCI Extension center in Kirksville... will also be planted."

"There is a lot of interest and potential market for specialty crop lavender that can be grown on small acreage, but we need more research, based and information for growers," said MCI Extension director Kelly McGowan, lead researcher for the effort.

Lavender appeals to small growers. McGowan said lavender is a product from an ornamental shrub that can be used in many ways, including as a natural dye for fabrics and as a natural preservative for food. But the plant thrives in acid

with insect and disease issues, and parameters for optimal growth and oil production.

Beginning in late 2022 or early 2023, MCI Extension will share results through publications, presentations and on-farm demonstrations.

"One of my favorite things has been all the people who've reached out to learn about this project has started," McGowan said. "I've been hearing from and want to collaborate with other farmers. I'm also creating a growers network with a way to connect with each other."

Funding for the Missouri Department of Agriculture's Specialty Crop Block Grant Program.

INTERCONNECT Broadband

Serving Your Internet Needs
Connecting Rural Missouri
666-213-7679

6:30 p.m. Saturday, June 19, 2021

Houston Area Chapter of General Motors.

An epic night to remember! A medical setting with costumes and fun made from THE STARS Foundation exhibits performing pieces from Tangled, Lord of the Rings, Galadriel, How to Train Your Dragon, Brava, Romeo & Juliet, Harry Potter and more.

The Dinner Menu

Dinner will be served by the ladies in waiting, and for the second weekend with individual seated events has been planned. The event will feature a live performance by the Houston Area Chapter of General Motors.

and an apple dumpling for dessert. Tickets are \$25 for adults, \$15 for children 12 and under, and \$10 for children 11 and under. Proceeds will benefit THE STARS Foundation and The Mela Project.

NEWSPAPER

The Houston Herald
Our advertisements reach 8,400 readers each week. The locally owned newspaper offers coverage of Houston and area communities.

MESSANGER

Market Paper
Total market coverage publication is mailed to more than 10,000 homes each week. Your ad saturates 17 zip codes and 21,000 readers.

PRINTING

Full-color
Our talented design staff can create inserts, business card ads, and other marketing materials.

ONLINE

houstonherald.com
We offer online advertisement on our award-winning website.

SOCIAL MEDIA

Advertisements and Text Alerts
We offer to market your ads on our social media platforms and through text alerts to registered users.

ADVERTISE WITH US

Contact Us Today
We offer multiple platforms for you to share your advertisement!

Serving the area for 143 years.

HOUSTON HERALD Marketplace

www.houstonherald.com/marketplace

Find what you need, when you need it.

Searching for a dentist? Need investment advice? Looking for a great gift? Each listing includes store hours, addresses, maps, photos and more information.

Whiddon's AIR & ELECTRICAL LLC
417-967-2422

DETAILED IMPRESSIONS
417-211-8639

BUTCHER SHOP
417-926-6500

Jay's Automotive & Towing
417-967-3252

Your Smile Is Our Business
Houston Dental Center

ROMINE'S MOTOR COMPANY, INC.
417-967-4134

SHARP SHOOTERS Gun & Pawn
417-967-5297

burch insurance
Toni McKinney

Rootin' Tootin' Fedex, Tonn and Gifts
417-967-5297

ARS YOU UP-TO-DATE ON RECENT TAX LAWS!
Kessler Accounting LLC

OZARK PLUMBING
417-962-2217

Licking Roofing Co.
417-967-5297

VAUGHAN
417-967-1157

Mid-West Overhead Doors
417-932-4400

Service In Our Business
ARPCO PUMP SERVICE INC.

Infinite Entertainment
417-967-3898

MEDLOCK'S BODY SHOP
417-967-3322

Join the Herald Marketplace!
The Marketplace offers full color print AND website coverage for a low rate!

HOUSTON HERALD

All The News. All The Time.

Home News Archives Records Community Sports Multimedia Your Stories Submit Place An Ad

WOMEN IN MINUTES AND LASTS ALL DAY.

TOP STORIES

Murder suspect set to appear in court for trial date setting

Archaeological society to hold weeklong program at Houston

Ribbon-cutting planned for city pool building complex

FEATURED

Missouri River Highway Food Festival

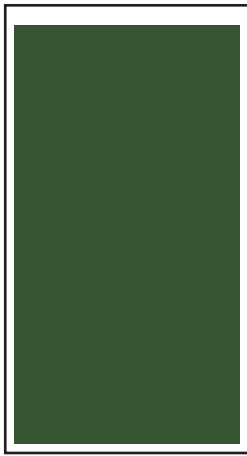
COMMUNITY CALENDAR

www.houstonherald.com

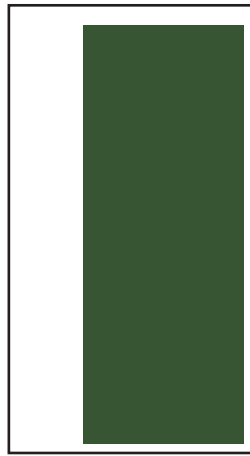
The most complete news, photo and online news operation in the region.

Published since 1878.

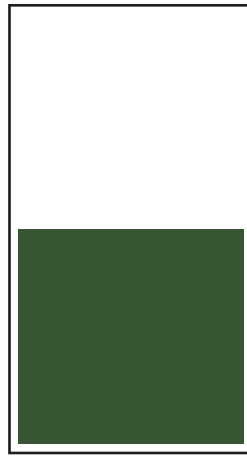
Advertising Rates | Print



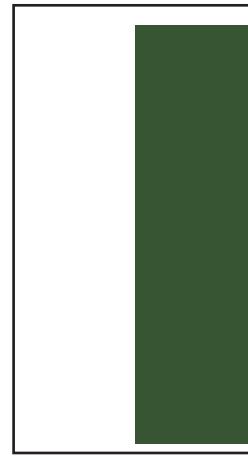
Full Page
6 columns (11" x 21")
Herald:
\$840.30 B&W
\$965.30 Color
Messenger:
\$1,035.60 B&W
\$1,160.60 Color



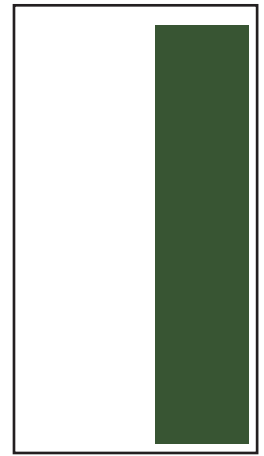
2/3 Page Vertical
4 columns (7.28" x 21")
\$565.20 B&W
\$690.20 Color
\$695.40 B&W
\$820.40 Color



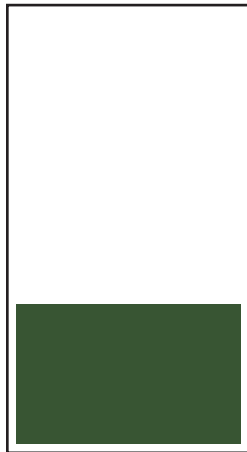
1/2 Page Horiz.
6 columns (11" x 10.5")
\$437.10 B&W
\$562.10 Color
\$534.75 B&W
\$659.75 Color



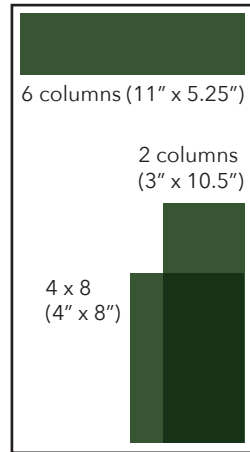
1/2 Page Vertical
3 columns (5.42" x 21")
\$437.10 B&W
\$562.10 Color
\$534.75 B&W
\$659.75 Color



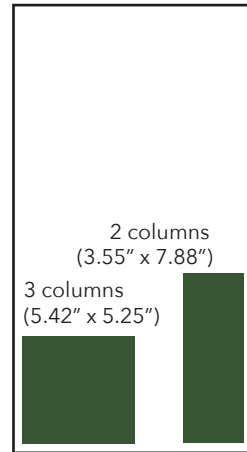
1/3 Page Vertical
2 columns (3.5" x 21")
\$296.40 B&W
\$421.40 Color
\$361.50 B&W
\$486.50 Color



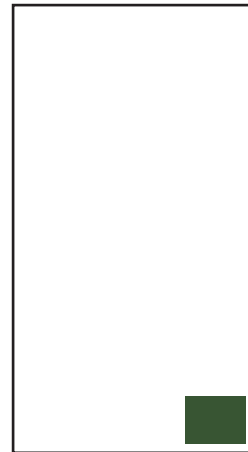
1/3 Page Horiz.
6 columns (11" x 7")
Herald:
\$296.40 B&W
\$421.40 Color
Messenger:
\$361.50 B&W
\$486.50 Color



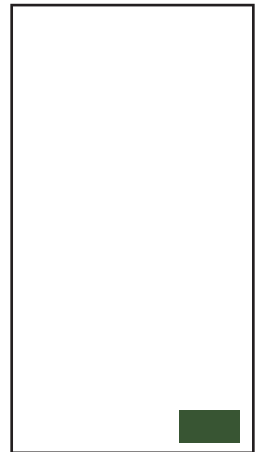
1/4 Page
See Sizes Above
\$234.20 B&W
\$359.20 Color
\$283.80 B&W
\$408.80 Color



1/8 Page
See Sizes Above
\$129.98 B&W
\$177.23 Color
\$153.60 B&W
\$200.85 Color



2 x 3
(3.5" x 3")
\$58.80 B&W
\$76.80 Color
\$67.80 B&W
\$85.80 Color



Business Card
(3.5" x 2")
\$44.20 B&W
\$56.20 Color
\$50.20 B&W
\$62.20 Color

ADVERTISEMENT DEADLINE

The Messenger is delivered on Wednesdays; the deadline is 5pm Friday. The Houston Herald is delivered on Thursday; the deadline is 5 p.m. Monday.

FILE FORMATS

For the best quality print we only accept PDF, TIFF, ESP and JPEG files. Please save all files in CMYK color formats and at least 200 DPI. No RGB color modes. All files should be sent to ads@houstonherald.com.

Advertising Rates | Social Media and Online

One Time Promotion

\$35

Promoting Event

Social Media

Sharing flyer or info on the Herald's social media platform - with over 11,000 fans and followers!

Four Week Promotion

\$150

Partnered Promotion

Social Media

Work with the Herald to promote your business through a contest giveaway! Includes promotions on our website, social media and text alerts.

Monthly Promotions

\$ask
month

AD on the Website

Side or Bottom | Mid-Article

Purchase an ad on our website which will link to your social media page, website, or pdf.

\$35
per alert

TEXT ALERT

Social Media

Share your ad as a text sent to 2,225 cell phones registered by users!

COMBO WITH PRINT ADS

Social Media can be purchased at a discount price to go along with a print ad or separately.

25% OFF

Social Media Ad

With 1/4 page color ad.

33% OFF

Social Media Ad

With a 1/3 page color ad.

50% OFF

Social Media Ad

With a 1/2 page color ad.

75% OFF

Social Media Ad

With a full-page color ad.

All ads posted to our website reach about 80,000 unique readers each month!

SPECIAL NEWS SECTIONS

Some of our best read issues of the year - also posted free online.

Newborns of Texas County	February
National FFA Week	February
Agriculture in Texas County	April
Houston High School Graduation	May
Licking PRCA Rodeo	May/June
Texas County Fair Preview	July
Texas County Fair Results	August
Back-To-School in County	August
Health and Fitness	October
Hunting	November
Thanksgiving Section	November
Christmas Issue	December

Various tribute page throughout the year.

MESSENGER COVERAGE

Areas in Texas, Dent and Phelps Counties

TEXAS COUNTY		DENT COUNTY	
Bucyrus	65444	Lenox	65541
Cabool	65689	Route 5 Salem	65560
Elk Creek	65464		
Eunice	65468	PHELPS COUNTY	
Hartshorn	65479	Beulah	65436
Houston	65483	Duke	65461
Huggins	65484	Edgar Springs	65462
Licking	65542		
Raymondville	65555		
Roby	65557		
Solo	65564		
Success	65570		

COUNTY DEMOGRAPHICS

Texas County Missouri Demographics | Information from datausa.io

Population of Texas County	25,182
Median Household Income	\$35,277
Median Property Value	\$110,300
Number of Employees	8,695
Median Age	42.7

CIRCULATION ZIP CODES - LOCAL

65444 65689 65464 65468 65479 65483
65484 65542 65555 65557 65564 65570
65541 65560 65436 65461 65462

OTHER SERVICES

Some of our best read issues of the year - also posted free online

Messenger Messages

Appears in Messenger Section

45¢ per word | \$6.50 min.

Card of Thanks | Memoriam

Appears in the Herald or Messenger Section

35¢ per word | \$6 min.

No Hunting | No Trespassing

Appears in Herald Section

\$2.50 per week

Deadline noon on Friday.

ABOUT US

We offer some of the most innovative advertising opportunities in south-central Missouri. Through our print products, online presence, including our website (houstonherald.com) and social media, we can handle all of your needs. Text messages also can be sent to more than 2,200 cell phone numbers.

Since 1878, the Houston Herald has served the communities of Texas County. Since the arrival of the internet, we have aggressively moved to reach readers however they choose to read the newspaper – through our e-edition, online at www.houstonherald.com, which reaches more than 90,000 unique readers each month; and social media accounts, such as Facebook, which has more than 11,000 fans.

HOUSTON HERALD

We provide the most extensive news coverage in the county each week. Your ad will reach 8,400 readers each week. In 2021, the Houston Herald won 18 awards in the annual Missouri Newspaper Foundation award program.

THE MESSENGER

Cover Texas County and some surrounding counties with the most complete coverage in the region. It includes news, ads and inserts from all of the largest businesses in the region.

PRINTING AND INSERTS AVAILABLE

Your business message will shine with full color insert printing, and we'll deliver that message via U.S. Postal Service in our publications. Zone coverage is available in some cases.

