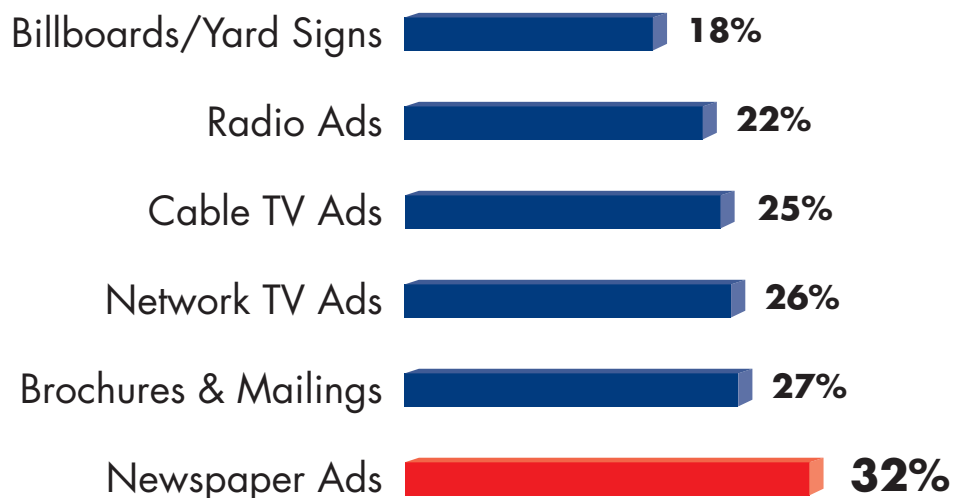


# Election 2010



## Which medium of Advertising is most believable to voters?



Source: CNW Marketing Research, Sept 2003

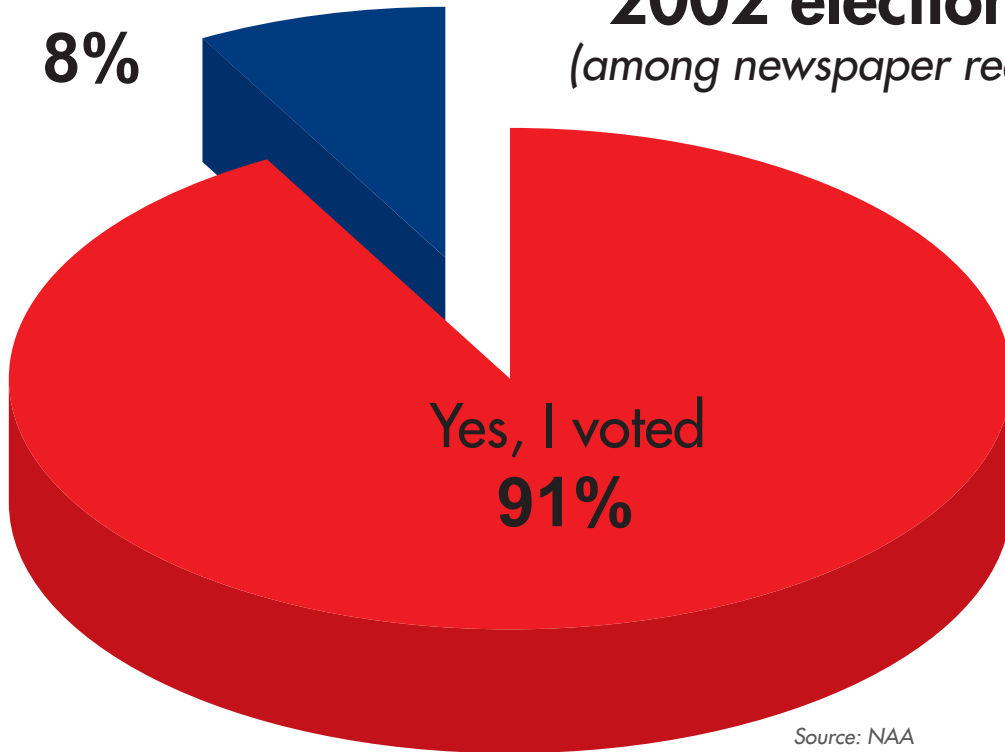
**Registered  
Voters**



**Newspaper  
Subscribers**

No, I didn't vote  
**8%**

**Did you vote in the  
2002 elections?**  
*(among newspaper readers)*



Source: NAA

**Election 2010**



To advertise in *The Eagle* contact  
**Cheri Roberts** at **(979) 731-4738**  
**1729 Briarcrest • Bryan, TX 77802**

**The Eagle** reaches  
**60,000 readers**  
every day.

**No other local media comes close.**

**82%**

of voters reported that newspaper ads are helpful in picking a candidate

**Newspapers received the only YES answer.**

Do you like TV ads? **NO**

Do you like Radio ads? **NO**

Do you like Direct Mail ads? **NO**

Do you like Newspaper ads? **YES**

Source: NAA



## **Special Political Rates in The Eagle**

### **\$23 per column inch**

Pick-up ads (*within 6 days*) receive the following discounts:

**25% First Pick-up**

**50% Second Pick-up**

1 column = 1.833", 2 column = 3.792", 3 column = 5.75",  
4 column = 7.708, 5 column = 9.667, 6 column = 11.625

### **Color Ads**

Full Process - **Add \$350**

Spot Color - **Add \$250**

### **Preprint Rates**

\$50 per thousand  
(or 5¢ each)

Political and public forum advertising must be paid in advance. All political and public forum advertising must carry a disclosure signature stating the name of the committee and/or the person paying for the ad. Example: Paid for by the committee to elect John Doe, Bob Brown Treasurer.

# theeagle.com

## The areas digital news leader!

Reinforce and increase the effectiveness of your print ads.  
Place your political messages on the area's #1 digital news website.

50,000 monthly run-of-site impressions on theeagle.com

### \$500

\*Find out how we can put your 30-second video on theeagle.com

# Farmers and Ranchers Vote

## Reach 14,000 of them in Land & Livestock Post

Land & Livestock Post is an award-winning agricultural publication that publishes twice a month and covers every aspect of Texas agriculture: If you can eat it, weed it or breed it, it's covered in the Land & Livestock Post.

Our newspaper reaches the homes of more than **14,000** ag producers by direct mail. We also distribute an additional **3,000** copies at sale barns, fee stores and other ag-related businesses throughout Texas. **That's a total readership of over 42,500!**

An inexpensive, effective way to reach Agricultural Voters

**Rates:**

**\$99**—1/5 page | **\$144**—1/4 page | **\$231**—1/2 page | **\$273**—3/5 page | **\$443**—Full page  
(Color available at an additional cost.)

