



# 2023 MEDIA GUIDE

The Ellis  
**County Press**



# THE ELLIS COUNTY PRESS | About us

**CONSIDERED TO BE THE PREMIER NEWSPAPER OF ELLIS COUNTY**, *The Ellis County Press is circulated throughout the entire county and parts of southern Dallas County.*

*Our award-winning newspaper, whose motto is “Defending Truth and Freedom,” is the only independently-owned newspaper in Ellis County.*

*Hard-hitting county news, a conservative editorial page, a full inspirational page plus lifestyle, comics and community interest sections drive sales. Plus, special sections, special interest newspaper and glossy tabloids increase weekly readership.*

*Established in 1992, The Ellis County Press has grown from a weekly paid circulation of less than 600 to a readership of more than 8,000 copies monthly in print. And our online version, **elliscountypress.com**, is viewed more than 20,000 times a month.*



# THE ELLIS COUNTY PRESS | Market at a glance

**THE AWARD-WINNING** *Ellis County Press* covers all of Ellis County and parts of southern Dallas County.

## POPULATION

173,620

## GENDER

Men: 49.4%  
Women: 50.6%

## RACE

White: 66.6%  
Hispanic: 25.5%  
African American: 8.9%

## EDUCATION

High school graduate and higher: 84.6%  
Bachelor's degree or higher: 21.9%

## MEDIAN AGE

36.1

## MEDIAN HOUSING VALUE

\$ 158,200

## TOTAL HOUSING UNITS

58,592

## NUMBER OF COMPANIES

12,813

## VETERANS

10,353



## ELLIS COUNTY CITY AND CENSUS COUNTY DIVISION POPULATION

	<u>City Population</u>	<u>Census County Division Population (CCD)</u>	<u>0 – 19 yrs.</u>	<u>20 – 39 yrs.</u>	<u>40 – 59 yrs.</u>	<u>60 – 80+ yrs.</u>	<u>Median Household Income</u>
Ennis	19,261	27,473 (includes Alma, Garrett, parts of Palmer, Waxahachie, remainder of Ennis CCD)	32%	26%	25%	18%	\$46,234
Ferris	2,622	14,579 (includes Bristol, Palmer, parts of Red Oak, remainder of Ferris CCD)	34%	25%	25%	17%	\$57,768
Italy	1,935	3,988 (includes Milford, remainder of Italy CCD)	26%	25%	28%	21%	\$43,803
Maypearl	1,033	6,716 (includes parts of Midlothian, Venus, Waxahachie, remainder of Maypearl CCD)	30%	23%	31%	17%	\$63,269
Midlothian	25,234	24,828 (includes parts of Cedar Hill, Ovilla, Venus, remainder of Midlothian CCD)	29%	24%	30%	17%	\$76,875
Waxahachie	35,340	86,508 (includes Red Oak, Glenn Heights, Ovilla, Pecan Hill, Bardwell, remainder of Waxahachie CCD)	29%	26%	26%	18%	\$57,887

# THE ELLIS COUNTY PRESS | Advertising policy

**COUNTY PRESS ENTERPRISES LLC**, parent company of The Ellis County Press, reserves the right to edit or reject any advertising for any reason in The Ellis County Press, elliscountypress.com or any of its affiliate products and their websites.

Payment by advertisers receiving a month-end statement is due on or before the 10th of each month. Credit card payments are accepted on outstanding monthly balances.

Ad copy relating or referring to other media, online services, Internet addresses, amusement or entertainment categories, etc., may be charged at established rates for those categories.

**COUNTY PRESS ENTERPRISES LLC** will attempt to accommodate, position and/or color requests, but neither position nor color can be guaranteed. Section and position premiums are charged in some cases. Please contact your representative for details.

**COUNTY PRESS ENTERPRISES LLC** does not assume any responsibility for an ad beyond the cost of the ad itself. We are responsible only for the first incorrect insertion of an ad.

Advertisers are advised to check their ad immediately after it appears in the paper and to report any error found that same day. Errors in ads should be reported Monday morning for correction. Claims for adjustment must be made within 30 days of error occurrence.

It is the policy of **COUNTY PRESS ENTERPRISES LLC** to accept gun show advertisements. Advertisements for rifles, shotguns and related accessories are accepted. As with all

submitted advertising, these ads will be subject to photo and copy control standards.

It is the policy of **COUNTY PRESS ENTERPRISES LLC** not to accept advertisements for any tobacco products, except branding ads for tobacco and cigar retail establishments. As with all submitted advertising, these ads will be subject to photo and copy control standards. The same tobacco policies apply to elliscountypress.com or any of its affiliate products and their websites.

**COUNTY PRESS ENTERPRISES LLC** will accept alcohol advertisements, subject to photo and copy control standards. The same alcohol policies apply to elliscountypress.com or any of its affiliate products and their websites.

It is the policy of **COUNTY PRESS ENTERPRISES LLC** not to accept advertisements for gentlemen's clubs, adult entertainment or retail establishments that provide adult products and/or services. Ads for adult services (e.g., adult massage, phone and escort services) ads will not be accepted.

**COUNTY PRESS ENTERPRISES LLC** will not accept fortune teller, physic readers or any occult ad in *The Ellis County Press*, elliscountypress.com or any of its affiliate products and their websites.

## ADVERTISING AGREEMENT

The above named advertiser authorizes **COUNTY PRESS ENTERPRISES, LLC** dba *The*

*Ellis County Press* to run advertising under the terms, conditions, rates, and frequency/volume stated above. It is understood advertising rates, based on number of times run (frequency) or volume are discounted. In the event advertiser fails to complete the frequency/volume, the advertising rates will be **SHORT-RATED** to the frequency/volume actually run and will be charged the difference.

It is understood and agreed all advertising, when placed on open account is due and payable upon receipt at Ferris, Ellis County, Texas and is subject to the laws of the state of Texas.

An account is considered past due if not received by the 10th of the month, and is subject to a late charge of 5% per month. An additional billing charge of \$10 will be added to accounts not paid within a current billing cycle. Accounts past-due 60 days are subject to cancellation, re-billing at appropriate rates and/or turned over to collections. Contracted rates will not be subject to change in the event of a rate increase during the contract period.

## INTELLECTUAL PROPERTY

It is understood all advertising designs, layouts, logos, etc., created by The Ellis County Press or its agent, is the intellectual property of the **COUNTY PRESS ENTERPRISES, LLC** and may not be used in any other manner except to be used exclusively by The Ellis County Press. The design is the property of **COUNTY PRESS ENTERPRISES, LLC** and may not be reproduced by any means without compen-

sation and/or permission of the publisher. The advertiser acknowledges he/she is purchasing space in *The Ellis County Press* and not purchasing artwork or design service unless otherwise noted.

## PUBLISHER'S LIABILITY FOR ERROR

In the event error or omission, publisher will, with due diligence upon notification by **ADVERTISER**, correct the error in the next issue. The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors or omissions in connection with an advertisement is strictly limited to publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

## INDEMNIFICATION

The advertiser and/or advertising 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.

# THE ELLIS COUNTY PRESS | The business of business

Businesses are a vital part of Ellis County and surrounding areas. Our goal is to provide news coverage of what is going on in business in our service area. If news of a business is of significance to a large number of readers and to the community, it is news. Legitimate news deserves to be, and will be, published. There is often a fine line between “news” and “advertising,” and this guide may be helpful in defining that difference and explaining the procedures for getting business news published in the paper.

## WHAT WE WILL COVER

- The announcement of new businesses, including commercial housing developments, is news.
- The first announcement of plans to build or locate in an area is also news. And so is the start of construction on a major business or industry.
- We'll report a business' opening. We do not cover grand openings unless advertising for the business accompanies the event. The choice is theirs. Precise handling of news stories, including photos that might accompany stories, will be determined by the editor and managing editor.
- Change in top management personnel deserves mention and often accompanying photos. Usually, such a story would involve owners, presidents, vice presidents or corporate officers. At times, a story might involve a non-management employee who meets the public.

- Remodeling, expansion or relocation of an existing business is news if it will involve something visible to the public. If it has an effect on the public or provides better goods or services, it merits coverage.
- Mergers, sales and annual meeting are of interest and will be reported. The acquisition, merger or sale of local firms or parent companies is newsworthy.
- The sale and purchase of local businesses and quarterly and annual financial statements of local firms or parent companies are also newsworthy because they reflect the economic condition of the community.

- Significant charitable contributions, are usually newsworthy.
- Training and education of employees is newsworthy. This includes seminars, meetings or classes an employee might attend to gain a higher certification in his or her field or to review information learned in a previous meeting or school.
- Community-wide sales events such as those coordinated through a Chamber of Commerce are of interest to readers and will be published.

## WHAT WE WILL NOT COVER

- We will not cover sales events sponsored by individual businesses or by smaller groups of businesses that are purely promotional in nature.
- We will not cover prize drawings or awards presentations designed purely to draw customers into a business. Such events are handled in advertisements.



Ask the ECP managing editor to arrange for or discuss business news coverage.

Advertising representatives need to tell their customers they are not reporters – and have no authority to decide how news will be covered or displayed.

Instead, have them call ECP managing editor.



# THE ELLIS COUNTY PRESS | Integrated marketing packages

**REACH UP TO 28,000 READERS EACH MONTH** with a print, online and social media package delivering your advertising message seven days a week across multiple platforms.

## MONTHLY RATES PER MONTH

### 1/16 PAGE (3 x 2 1/2") PACKAGES

- 3 months: \$ 189 per month
- 6 months: \$ 172 per month
- 12 months: \$ 138 per month

### 1/12 PAGE (2 x 5") PACKAGES

- 3 months: \$ 473 per month
- 6 months: \$ 430 per month
- 12 months: \$ 344 per month

### 1/8 PAGE (3 x 5" or 6 x 2 1/2") PACKAGES

- 3 months: \$ 710 per month
- 6 months: \$ 645 per month
- 12 months: \$ 516 per month

### 1/4 PAGE (3 x 10" or 6 x 5") PACKAGES

- 3 months: \$1183 per month
- 6 months: \$1075 per month
- 12 months: \$ 968 per month

### 1/2 PAGE (3 x 20" or 6 x 10") PACKAGES

- 3 months: \$1935 per month
- 6 months: \$1828 per month
- 12 months: \$1720 per month

## COMMISSIONS/DISCOUNTS

*Discounts are not available on local advertising rates*

### LOCAL RETAIL DISPLAY RATES

- Open (non-contract): \$15 per c.i.
- National: \$15 per c.i.
- Civic/Church: \$10 per c.i.
- Political (prepaid): \$10 per c.i.

*Add additional 10% per c.i. for placement ads.*

## FREQUENCY RATES

Local display rates are based on number of times ad runs consecutively. Rates apply only to accounts with approved credit with a signed contract. Payment is required by 10th of the month following publication.

<u>Total Runs</u>	<u>Per C.I.</u>	<u>Flat Rate</u>	
• 6x	\$14	1/4 pg. (30 c.i.)	\$ 325
• 13x	\$12	1/2 pg. (60 c.i.)	\$ 600
• 26x	\$10	3/4 pg. (90 c.i.)	\$ 875
• 52x	\$ 8	Full pg. (120 c.i.)	\$1,200

## PREPRINTED INSERT RATES

Insert rates are based on full-run circulation. Prices are based on cost per thousand and weight/size of inserts. Larger, heavier inserts

will be priced accordingly. Annual volume contracts are available.

- Open: \$85 per thousand
- 6x per year: \$75 per thousand
- 12x per year: \$65 per thousand
- 26x per year: \$50 per thousand

Preprints may be delivered 9 a.m. to 5 p.m. Monday through Friday to:

**The Greater Dallas Press**  
**601 Shepherd Dr., Garland, TX 75042**  
**972-926-6062**

## SPOT COLOR RATES

Color is available every issue. Please submit your copy one day earlier than regular deadlines.

1 color: \$90 • 2 colors: \$175 • 3 colors: \$225

## PROCESS COLOR RATES

Full-color: \$275

## ANNUAL VOLUME CONTRACT RATES

Local display rates are based on advertising bought each year. Rates apply only to accounts

with approved credit with a signed a yearly contract. Payment is required by 10th of the month following publication.

- 301-500 total inches: \$12 per c.i.
- 501-900 total inches: \$11 per c.i.
- 901-1,200 total inches: \$10 per c.i.
- 1,201-1,500 total inches: \$ 9 per c.i.
- 1,501-2,000 total inches: \$ 8 per c.i.
- 2,001 and up total inches: \$ 7 per c.i.

Failure to complete volume purchases will result in all ads ran priced at next higher rate.

## ADVERTISING DEADLINES

### NEWSPAPER TO CREATE AD

Insertion order must be received Thursday noon before Thursday publication date.

### CLIENT SUPPLIED DIGITAL AD

300 ppi digital file must be received Monday noon before Thursday publication date.

### CLASSIFIED AD

Digital copy file must be received Tuesday noon before Thursday publication date.

# THE ELLIS COUNTY PRESS | Advertising rates

## BUSINESS DIRECTORY

For service business wanting to reach potential customers, the Business Directory provides a cost-effective way of having a continued message throughout the year. Rates are per column inch.

6x: \$12 • 13x: \$10 • 26x: \$9 • 52x: \$8

## BUSINESS CARD AD

Each ad measures 2 columns wide by two inches deep for a more comprehensive customer oriented message.

6x: \$12 • 13x: \$10 • 26x: \$9 • 52x: \$8  
*(Rates are per column inch)*

With a minimum 13x run, ads will run in full color when available.

## CLASSIFIED RATES

The first 15 words are \$15 and each additional word is 60¢.

For BOLD FACE or underline, add \$2. Boxed ads are \$15 per column inch.

Classifieds must be prepaid before publication. Credit card payments are accepted.

Deadline is Monday Noon for Thursday's issue.

## INSPIRATIONAL PAGE ADS

For businesses to sponsor a weekly inspiration message. Rates are per column inch.

6x: \$10 • 13x: \$9 • 26x: \$8 • 52x: \$7

## FRONT PAGE ADS

*(Minimum run of 13 weeks for maximum effectiveness)*

### Top of Page

- 2 Col. x 1.5 Inches
- \$75 per week when available

### Bottom of Page

- 2 Col. x 2 Inches
- \$50 per week when available

## LEGAL NOTICES

State law determines the lowest rate for legal notices as the lowest classified rate. We calculate cost by the number of words @ 60¢ per word.

A notarized Publisher's Affidavit is provided at a cost of \$10.

Deadline is Tuesday at 10 a.m. for Thursday's issue.

## SPECIAL SECTIONS

Throughout the year, we produce Special Sections for festivals and events. Rates are provided in a separate sheet.

## WEB ADVERTISING

With analytics, we can determine article views per day, plus click-thru to your website.

### Leaderboard (above menu, below menu)

- 940 x 90 ppi
- 70k max file size (gif, jpg or HTML)
- \$100 per week\*

### Skyscraper (right side of the page)

- 300 x 600 ppi
- 70k max file size (gif, jpg or HTML)
- \$75 per week\*

### Sidebar (right side of page)

- 300 x 250 ppi
- 70k max file size (gif, jpg or HTML)
- \$25 per week\*

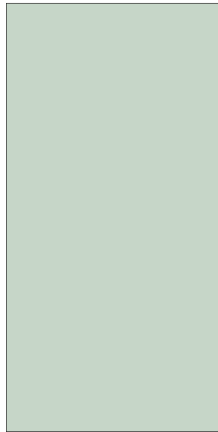
*\*Discount – 12+ weeks = 20%*

## SATURATION MAILING (EDDM)

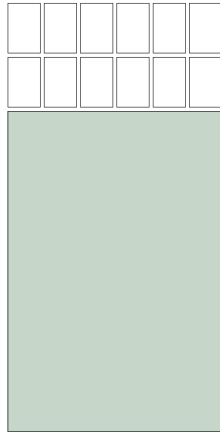
What is EDDM? Every Door Direct Mail service is an easy, cost-effective way to reach potential customers near your business. We'll create your mail pieces however you like, then help you select postal routes and pay for postage online. Next, we'll bring your mailing to your local Post Office™ for delivery to every household on your chosen routes.

Planning a marketing mailing? The online mapping tool is designed to help you find the potential customers near your business who matter most. Using the tool, you can choose among postal routes based on demographics, then we deliver to every address on your selected routes. There's no need to purchase mailing lists, and with Every Door Direct Mail service, you reach potential customers for as low as 17.5¢ per mail piece for postage. We'll even calculate the printing cost of mail piece and produce it.

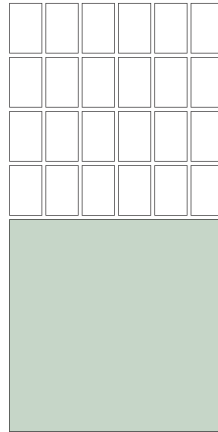
# THE ELLIS COUNTY PRESS | Broadsheet ad sizes



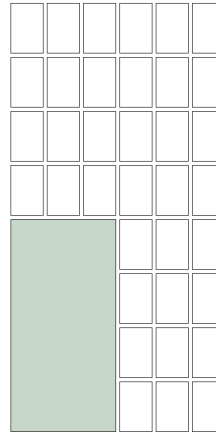
**FULL PAGE**  
6 col. (10") x 20"  
**\$1,200**



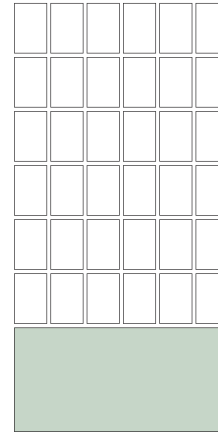
**3/4 PAGE**  
6 col. (10") x 15"  
**\$875**



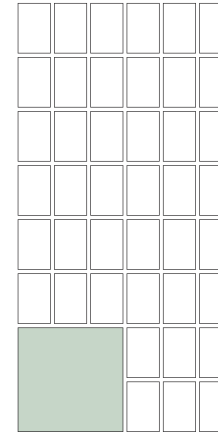
**1/2 PAGE**  
6 col. (10") x 10"  
**\$600**



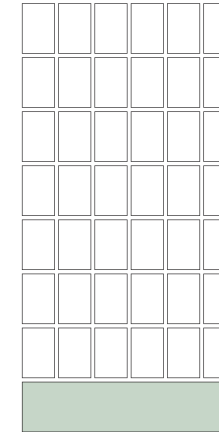
**1/4 PAGE VERTICAL**  
3 col. (4.93") x 10"  
**\$325**



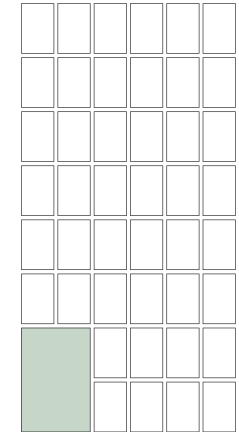
**1/4 PAGE HORIZONTAL**  
6 col. (10") x 5"  
**\$325**



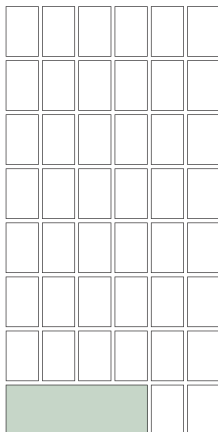
**1/8 PAGE VERTICAL**  
3 col. (4.93") x 5"  
**\$200**



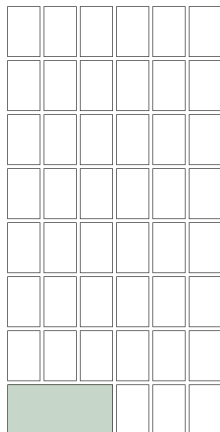
**1/8 PAGE HORIZONTAL**  
6 col. (10") x 2.5"  
**\$200**



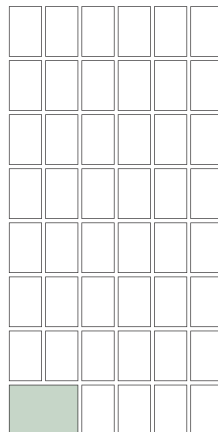
**1/12 PAGE VERTICAL**  
2 col. (3.23") x 5"  
**\$125**



**1/12 PAGE HORIZONTAL**  
4 col. (6.62") x 2.5"  
**\$125**



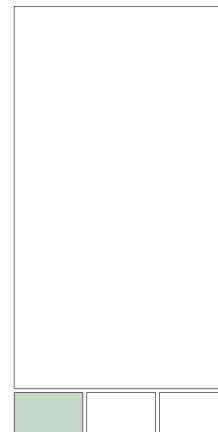
**1/16 PAGE HORIZONTAL**  
3 col. (4.93") x 2.5"  
**\$90**



**1/24 PAGE HORIZONTAL**  
2 col. (3.23") x 2.5"  
**\$75**



**2x4 NON-STANDARD**  
2 col. (3.23") x 4"  
**\$100**



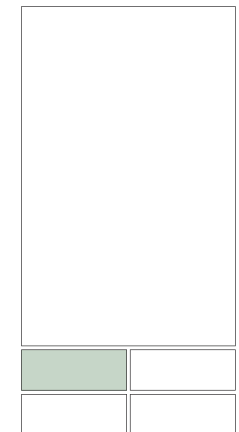
**2x2 BUSINESS CARD**  
2 col. (3.23") x 2"  
**\$50**



**FULL PAGE  
PHOTO SPONSORSHIP**  
6 col. (10") x 4"  
**\$500**



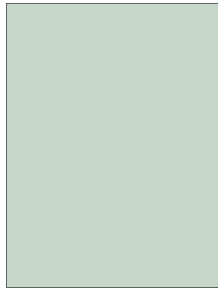
**1/2 PAGE  
PHOTO SPONSORSHIP**  
3 col. (4.93") x 4"  
**\$300**



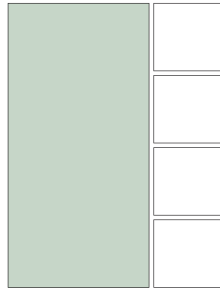
**1/4 PAGE  
PHOTO SPONSORSHIP**  
3 col. (4.93") x 2"  
**\$175**



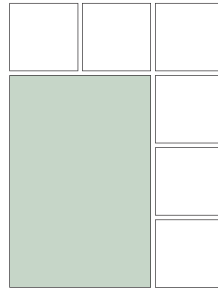
# THE ELLIS COUNTY PRESS | Glossy magazine ad sizes



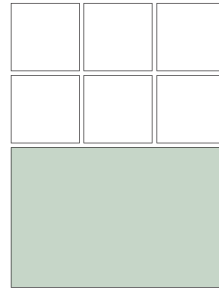
**FULL PAGE**  
3 col. (8.29") x 11"  
BP: **\$1,250** | IP: **\$1,000**



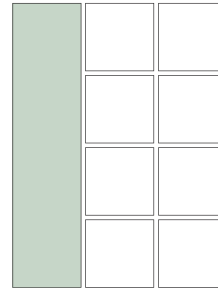
**2/3 PAGE**  
2 col. (5.48") x 11"  
**\$750**



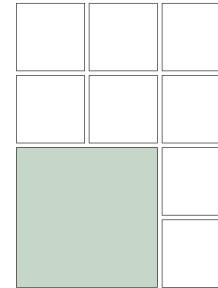
**1/2 PAGE VERTICAL**  
2 col. (5.48") x 8.2"  
**\$500**



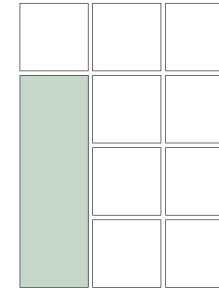
**1/2 PAGE HORIZONTAL**  
3 col. (8.29") x 5.4"  
**\$500**



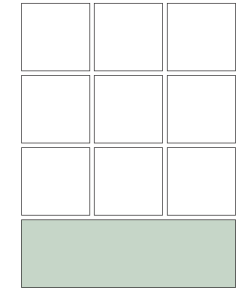
**1/3 PAGE VERTICAL**  
1 col. (2.66") x 11"  
**\$300**



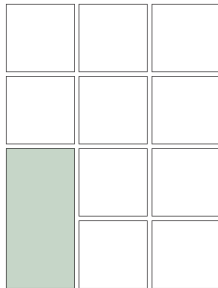
**1/3 PAGE HORIZONTAL**  
2 col. (5.48") x 5.4"  
**\$300**



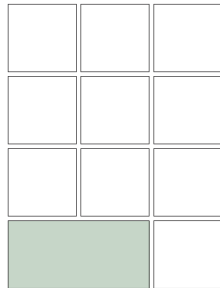
**1/4 PAGE VERTICAL**  
1 col. (2.66") x 8.2"  
**\$225**



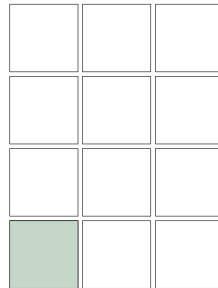
**1/4 PAGE HORIZONTAL**  
3 col. (8.29") x 2.6"  
**\$225**



**1/6 PAGE VERTICAL**  
1 col. (2.66") x 5.4"  
**\$175**



**1/6 PAGE HORIZONTAL**  
2 col. (5.48") x 2.6"  
**\$175**



**1/12 PAGE**  
1 col. (2.66") x 2.6"  
**\$100**



*Each year, The Ellis County Press publishes several high quality, premium magazines celebrating the students and cities of Ellis County.*

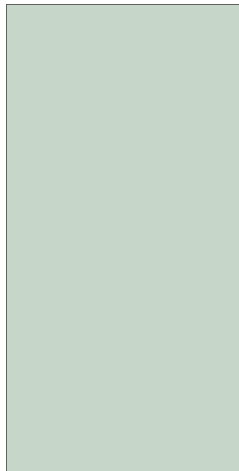
# THE ELLIS COUNTY PRESS | Digital ad sizes



## LEADERBOARD (ABOVE MENU, BELOW MENU)

940 x 90 ppi

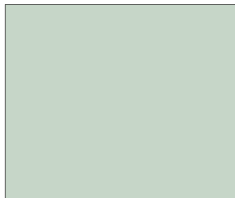
**\$100 per week\***



## SKYSCRAPER

300 x 600 ppi

**\$75 per week\***



## SIDEBAR

300 x 250 ppi

**\$50 per week\***

### \*Discounts

20% (12+ weeks)

or

25% (web and print ad)



*The Ellis County Press's online version receives more than 20,000 views a month.*

# THE ELLIS COUNTY PRESS | Video production

## VIDEO PRODUCTION

Cost includes all studio fees, cameraman, sound engineer and editing.

:30 TV = **\$350**

:60 TV = **\$500 – \$1,000**

5:00 Podcast = **\$300**

## ADVERTISING ON ELLIS COUNTY PRESS WEBSITE

<u>Frequency</u>	<u>Price per week</u>
1 week	<b>\$75</b>
4 weeks	<b>\$60</b>
6 weeks	<b>\$50</b>
13 weeks	<b>\$40</b>

## SPECIAL EFFECTS

All special effects fees will be based upon project needs.



*The “ECP-TV News Update” with Terry Murphy and Rita Cook is just one of the YouTube Channel shows produced at The Ellis County Press’ in-house video production studio.*



# THE ELLIS COUNTY PRESS | 2023 advertising calendar

**2023 SPECIAL AD RATE:** Get a 20% discount when you buy at least four Awareness, Calendar or Patriotism display ads, or a Frequency rate when you run a display ad four times or more.

	<u>EVENT</u>	<u>INSERTION DATE</u>	<u>DESCRIPTION</u>	<u>AD TYPE</u>
<b>JANUARY</b>	2023 Ellis County Graduation Guide	Selling space	Display ad <i>40+ page glossy magazine with photos of all Ellis high school 2023 graduates</i>	Glossy Magazine
	Tax Time	Selling space	Display ad	Broadsheet
	National Blood Donor Month	Jan. 19	Awareness display ad	<b>Special</b>
<b>FEBRUARY</b>	American Heart Month	Feb. 2	Awareness display ad	<b>Special</b>
	Pet Dental Month	Feb. 2	Awareness display ad	<b>Special</b>
	Fort Worth Stock Show & Rodeo	Feb. 9	Display ad	Broadsheet
	Fort Worth Stock Show & Rodeo	Feb. 9	Photo page sponsorship	Sponsorship
	Valentine's Day	Feb. 9	Calendar display ad	<b>Special</b>
	Caregiver's Day	Feb. 16	Awareness display ad	<b>Special</b>
	Pink Shirt Day (Anti-Bullying)	Feb. 16	Awareness display ad	<b>Special</b>
	President's Day	Feb. 16	Patriotism display ad	<b>Special</b>
	Ennis Czech Music Festival	Feb. 23	Photo page sponsorship	Sponsorship
	National FFA Week	Feb. 23	Display ad	Broadsheet
<b>MARCH</b>	Red Cross Month	Mar. 2	Awareness display ad	<b>Special</b>
	St. Patrick's Day	Mar. 16	Calendar display ad	<b>Special</b>

# THE ELLIS COUNTY PRESS | 2023 advertising calendar

	<u>EVENT</u>	<u>INSERTION DATE</u>	<u>DESCRIPTION</u>	<u>AD TYPE</u>
APRIL	Cancer Control Month	Apr. 6	Awareness display ad	Special
	Easter	Apr. 6	Calendar display ad	Special
	Red Oak Easter	Apr. 6	Photo page sponsorship	Sponsorship
	Wilmer Easter	Apr. 6	Photo page sponsorship	Sponsorship
	Ellis County Youth Expo	Apr. 6	Display ad	Broadsheet
	Ellis County Youth Expo	Apr. 6	Photo page sponsorship	Sponsorship
	Ennis Don't Mess with Texas Trash Off	Apr. 6	Display ad	Broadsheet
	Easter	Apr. 13	Photo page sponsorship	Sponsorship
	Midlothian Community Easter Egg Hunt	Apr. 13	Photo page sponsorship	Sponsorship
	Earth Day	Apr. 20	Calendar display ad	Special
	Ennis Bluebonnet Festival	Apr. 20	Display ad	Broadsheet
	Ennis Bluebonnet Festival	Apr. 20	Photo page sponsorship	Sponsorship
	Earth Day	Apr. 27	Photo page sponsorship	Sponsorship
	Wilmer Earth Day	Apr. 27	Photo page sponsorship	Sponsorship
MAY	Cinco de Mayo	May 4	Calendar display ad	Special
	National Nurses Day	May 4	Awareness display ad	Special
	Cinco de Mayo (Ennis)	May 11	Photo page sponsorship	Sponsorship
	Mother's Day	May 11	Calendar display ad	Special
	Armed Forces Day	May 18	Patriotism display ad	Special
	Ennis Polka Fest	May 25	Display ad	Broadsheet
	Memorial Day	May 25	Calendar display ad (newspaper special section)	Special
			<i>Listing of all Ellis County servicemen who gave their lives for their country</i>	

# THE ELLIS COUNTY PRESS | 2023 advertising calendar

	<u>EVENT</u>	<u>INSERTION DATE</u>	<u>DESCRIPTION</u>	<u>AD TYPE</u>
<b>JUNE</b>	Discovering Ferris & Beyond Magazine	June (TBD)	Display ad	Glossy Magazine
	Ellis County Memorial Day Celebration	June 1	Photo page sponsorship	Sponsorship
	Ennis Polka Fest	June 1	Photo page sponsorship	Sponsorship
	Flag Day	June 8	Patriotism display ad	<b>Special</b>
	Gingerbread Trail Celebration (TBD)	June 8	Photo page sponsorship	Sponsorship
	Ennis Blues on Main Festival	June 15	Photo page sponsorship	Sponsorship
	Father's Day	June 15	Calendar display ad	<b>Special</b>
	July 4 Independence Day	June 29	Calendar display ad	<b>Special</b>
<b>JULY</b>	Ennis Freedom Fest	July 6	Photo page sponsorship	Sponsorship
	Ferris 4th of July	July 6	Photo page sponsorship	Sponsorship
	Midlothian Independence Day Parade	July 6	Photo page sponsorship	Sponsorship
	Red Oak White & Blue	July 6	Photo page sponsorship	Sponsorship
	Waxahachie Crape Myrtle Festival	July 6	Photo page sponsorship	Sponsorship
	Wilmer Sparks Fireworks Show	July 6	Photo page sponsorship	Sponsorship
	Midlothian Parktopia	July 27	Photo page sponsorship	Sponsorship
<b>AUGUST</b>	Ellis County High School Football Preview	Aug. 24	Display ad (newspaper special section) <i>Listing of Ellis County football team schedules and rosters (if determined by press time)</i>	Broadsheet
	Labor Day	Aug. 31	Calendar display ad	<b>Special</b>



# THE ELLIS COUNTY PRESS | 2023 advertising calendar

	<u>EVENT</u>	<u>INSERTION DATE</u>	<u>DESCRIPTION</u>	<u>AD TYPE</u>
<b>SEPTEMBER</b>	Patriot Day (honoring Sept. 11)	Sept. 7	Patriotism display ad	<b>Special</b> Sponsorship
	Warbirds & Wheels	Sept. 7	Photo page sponsorship	
	Football Weekly Scoreboard	Sept. 14 (13x)	Display ad (newspaper special section) <i>Ads appear each week of '23 football season with scores and stats</i>	Broadsheet
	High School Homecomings	Sept. – Oct. (TBD)	Photo page sponsorship	Sponsorship
	Red Oak Founder's Day	Sept. 21	Photo page sponsorship	Sponsorship
	Wilmer Pioneer Day	Sept. 21	Photo page sponsorship	Sponsorship
	Ovilla Heritage Day	Sept. 28	Photo page sponsorship	Sponsorship
<b>OCTOBER</b>	Ennis Hay Maze & Pumpkin Patch	Oct. 5-26	Display ad	Broadsheet
	Red Oak Fall Fest	Oct. 26	Photo page sponsorship	Sponsorship
	Waxahachie Oktoberfest	Oct. 26	Photo page sponsorship	Sponsorship
<b>NOVEMBER</b>	American Diabetes Month	Nov. 2	Awareness display ad	<b>Special</b> <b>Special</b>
	Election Day	Nov. 2	Patriotism display ad	
	Ennis Autumn Daze Festival	Nov. 2	Photo page sponsorship	Sponsorship
	Halloween	Nov. 2	Photo page sponsorship	Sponsorship
	Texas Country Reporter Festival	Nov. 2	Photo page sponsorship	Sponsorship
	Wilmer Fall Festival	Nov. 2	Photo page sponsorship	Sponsorship
	Veterans Day	Nov. 9	Patriotism display ad (newspaper special section)	<b>Special</b> <b>Special</b> Sponsorship
	Alzheimer's Awareness Month	Nov. 9	Awareness display ad	
	Midlothian Scarecrow Festival	Nov. 9	Photo page sponsorship	

# THE ELLIS COUNTY PRESS | 2023 advertising calendar

	<u>EVENT</u>	<u>INSERTION DATE</u>	<u>DESCRIPTION</u>	<u>AD TYPE</u>
<b>NOVEMBER</b> (cont.)	Midlothian Veterans Tribute Dinner	Nov. 16	Photo page sponsorship	Sponsorship
	Veterans Day	Nov. 16	Photo page sponsorship	Sponsorship
	Thanksgiving	Nov. 23	Calendar display ad	<b>Special</b>
<b>DECEMBER</b>	Pearl Harbor Remembrance	Dec. 7	Patriotism display ad	<b>Special</b>
	Waxahachie Christmas Parade	Dec. 7	Photo page sponsorship	Sponsorship
	Christmas Greetings	Dec. 21	Calendar display ad (newspaper special section)	<b>Special</b>
	Christmas in Ovilla	Dec. 21	Photo page sponsorship	Sponsorship
	Ferris Big Bang Christmas	Dec. 21	Photo page sponsorship	Sponsorship
	Lights of Ennis Parade & Block Party	Dec. 21	Photo page sponsorship	Sponsorship
	Midlothian Southern Star Christmas	Dec. 21	Photo page sponsorship	Sponsorship
	Red Oak Christmas at Watkins Park	Dec. 21	Photo page sponsorship	Sponsorship
	Waxahachie Bethlehem Revisited	Dec. 21	Photo page sponsorship	Sponsorship
	Wilmer Christmas Tree Lighting	Dec. 21	Photo page sponsorship	Sponsorship
	New Year's	Dec. 28	Calendar display ad	<b>Special</b>
	2023 Year in Review	Dec. 28	Photo page sponsorship	Broadsheet

# THE ELLIS COUNTY PRESS | Information

**OUR MISSION:** *The First Amendment right to free speech and the Press is under attack. The Ellis County Press stakes its foundation on the republic, not a “democracy” where opinion and thought are beholden to “the group.” The Ellis County Press exists solely to establish the foundations of a free press to allow for the free exchange of ideas – without the fear of retaliation, intimidation or oppression by government officials. We are pro-life, pro-liberty, pro-property rights and are ardent defenders of the Second Amendment’s right to carry and fire arms – not for hunting, but for protection against a tyrannical government. Our only agenda is the truth and nothing but the truth, but in a context of individual rights and liberty.*

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## ABOUT

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