

# Freedom Flyers



## Mid-Month Expansion

Now You Can TARGET  
The Rio Grande Valley  
with Freedom Flyer Inserts!

(5x12 Tab, 45# Hi Brite Print)

Your Ad Will Appear in Full Color in:  
**The Monitor, Mid-Valley Town Crier,  
Valley Morning Star &  
The Brownsville Herald**  
home delivery.

Approximately 94,000 Households



### Full Valley Distribution

Approximately 94,000 households

**Subscribers** - The Monitor,  
Mid Valley Town Crier,  
Valley Morning Star,  
Brownsville Herald

Home Delivery

#### OPEN RATE

FULL PAGE	\$2,000.00
1/2 PAGE	\$1,200.00
1/4 PAGE	\$650.00

#### 3 MONTH CONTRACT

FULL PAGE	\$1,800.00
1/2 PAGE	\$1,100.00
1/4 PAGE	\$600.00

#### 6 MONTH CONTRACT

FULL PAGE	\$1,600.00
1/2 PAGE	\$1,000.00
1/4 PAGE	\$550.00

#### ONE YEAR CONTRACT

FULL PAGE	\$1,400.00
1/2 PAGE	\$900.00
1/4 PAGE	\$500.00

### Upper & Mid Valley Distribution

Approximately 57,000 households

**Subscribers** - The Monitor,  
Mid Valley Town Crier

Home Delivery

#### OPEN RATE

FULL PAGE	\$1,850.00
1/2 PAGE	\$1,125.00
1/4 PAGE	\$625.00

#### 3 MONTH CONTRACT

FULL PAGE	\$1,650.00
1/2 PAGE	\$1,025.00
1/4 PAGE	\$575.00

#### 6 MONTH CONTRACT

FULL PAGE	\$1,450.00
1/2 PAGE	\$925.00
1/4 PAGE	\$525.00

#### ONE YEAR CONTRACT

FULL PAGE	\$1,250.00
1/2 PAGE	\$825.00
1/4 PAGE	\$475.00

### Lower Valley Distribution

Approximately 37,000 households

**Subscribers** -  
Valley Morning Star,  
Brownsville Herald

Home Delivery

#### OPEN RATE

FULL PAGE	\$1,450.00
1/2 PAGE	\$925.00
1/4 PAGE	\$525.00

#### 3 MONTH CONTRACT

FULL PAGE	\$1,250.00
1/2 PAGE	\$825.00
1/4 PAGE	\$475.00

#### 6 MONTH CONTRACT

FULL PAGE	\$1,050.00
1/2 PAGE	\$725.00
1/4 PAGE	\$425.00

#### ONE YEAR CONTRACT

FULL PAGE	\$850.00
1/2 PAGE	\$625.00
1/4 PAGE	\$375.00

### Deadlines and Publication Dates

INSERT DATES	DEADLINE
Jan. 17, 2007	Jan. 3, 2007
Feb. 21, 2007	Feb. 7, 2007
Mar. 14, 2007	Feb. 28, 2007
Apr. 18, 2007	Apr. 4, 2007
May 16, 2007	May 2, 2007
Jun. 20, 2007	Jun. 6, 2007
Jul. 18, 2007	Jul. 3, 2007
Aug. 15, 2007	Aug. 1, 2007
Sept. 19, 2007	Sept. 5, 2007
Oct. 17, 2007	Oct. 3, 2007
Nov. 14, 2007	Oct. 31, 2007
Dec. 19, 2007	Dec. 5, 2007