



**WORD AD RATE** \$14.00 per week for 15 words. Each additional word 54¢.

DEADLINES
Display Ads ...... Friday noon Wo

Word Ads ...... Monday noon







LOBO MINERALS, LLC PO Box 1800 · Lubbock, TX 79408-1800 LoboMineralsLLC@gmail.com Of The City Of Katy, Texas Amending The City of Katy Zoning Ordinance No. 621; By Amending Section 21 Sign Regulations.



www.katytimes.com • 281-391-3141

- **1. REACH:** Weekly & hyper-local single source advertising vehicle reaches more of your potential customers within your "Circle-of-Influence".
- 2. **QUALITY:** Your very best prospects are newspaper readers. They have higher levels of education, higher household incomes and higher value of their primary residence.
- **3. TARGETED:** Focused hyper-local editorial content ensures loyal readership.
- **4. IMMEDIATE:** One of the fastest forms of advertising. Short deadlines allow advertising messages to be created and delivered in a matter of days.
- **5. FLEXIBILTY:** Advertising that fits the size of the business and the size of the event, with short deadlines.
- 6. **CREDIBILTY & TRUST:** Consumers trust newspapers and frequently seen ads create a level of implied trust. You purchase the trust the Newspaper has spent many years building.
- 7. SELECTIVE NOT INTRUSIVE: Today's shoppers are far less likely to accept advertising that is spooned out to them. Newspapers are the medium used most for shopping during an average week. (59% of Shoppers)
- 8. **ENVIRONMENT:** Readers trust the newspaper to regularly deliver relevant news and information. People still love to read their names of names of people they know, or see their pictures in the local newspaper.
- **9. RELIED UPON:** Newspaper advertising is a valuable commodity to consumers. Newspapers outdistanced other media in terms of: shopping plans, comparing prices.
- **10. RESULTS:** Consistent newspaper campaigns have been very effective in building Brand recognition, delivering Merchandising messages and motivating customers with attractive "Call-to-Action" limited opportunities.