

LC

RECORD

LACLEDE COUNTY RECORD

# Retail and Classified Advertising Rates

## Laclede County Record

100 E. Commercial, PO Box 192  
Lebanon, MO 65536  
www.laclederecord.com

Print Delivery:  
Branson Tri-Lakes  
News Printing For  
The Laclede County Record  
200 Industrial Park Dr.,  
Hollister, MO 65672

Published  
Wednesday and Saturday

### PHONE

**417-532-9131**  
**1-800-665-8875**

### FAX

**417-532-8140**

### EMAIL

#### News

editor@laclederecord.com

#### Advertising

jennifer@laclederecord.com

#### Classified

rebecca@laclederecord.com

#### Composing

shawna@laclederecord.com

daniel@laclederecord.com

### Column Measurements

1 column...1.5278"	4 column...6.6111"
2 column...3.2222"	5 column...8.3056"
3 column...4.9167"	6 column...10.00"

### Electronic Ad Receiving (pdf format)

Adsend.....MOLEB or email:  
jennifer@laclederecord.com

## 1 Personnel

Beth Chism, Vice President & Publisher  
Jennifer Early, Advertising Sales Manager  
Terra Bernhardt, Accounting & Office Manager  
Rebecca Dinwiddie, Classified Advertising Manager  
Fines Massey, Editor  
Shawna Bradley, Lead Graphic Designer  
Daniel Foust, Graphic Designer

## 2 Policy Information

**Retail/Classified Rates** - Apply only to those firms doing business out of a regular retail outlet selling directly to the public and applies only to that firm's business.

**Publisher's Liability of Error:** 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 the publication of the advertisement in any subsequent issue or the refund of any monies paid for the advertisement.

**Objectionable Copy** - Publisher reserves the right to reject any advertisement.

**Going out of Business** - Cash in advance. All outstanding balance to be paid prior to running ad.

**Contract rates** - Not interchangeable between retail/classified/legal or other classifications of advertising.

**Political Advertising** - Payment must be made in advance of publication.

**Real Estate Advertising** - All real estate advertising in this newspaper is subject to the Fair Housing Act which makes it illegal to advertise any "preference, limitation, or discrimination based on race, color, religion, sex, handicap, familial status or national origin, or an intention to make any such preference, limitation or discrimination." Familial status includes children under the age of 18 living with parents or legal custodians, pregnant women and people securing custody of children under 18.

This newspaper will not knowingly accept any advertisement for real estate which is in violation of the law. Our readers are hereby informed that all dwellings advertised in this newspaper are available on an equal opportunity basis. To complain of discrimination, call HUD toll free at 800-669-9777. The toll free telephone number for the hearing impaired is 800-927-9275.

*Laclede County Record...Since 1866!*

5-23-2018