

The results of a survey that was taken back in June 2012

Q's & A's from vendors		
The Monitor	The Advance	Valley Town Crier
<b>1. What is the cost of your newspaper?</b>		
Single daily .75	18.00 per year	0.00
Sunday 1.50		
Home delivery 17.33 mthly	.35 @ Newsstands	
208.00 Yrly (7 days a week)		
<b>2. Where are the locations/cities that your company delivers to County Wide?</b>		
McAllen, Alamo, donna, Edcouch, Edinburg, Elsa, La Grulla, Harlingen, Hidalgo, la Blanca, La Joya, La Villa, Cueviatas, Mercedes, Mission, Penitas, Pharr, Port Isabel,, Progreso, Rio Grande City, Roma Garybill, San Juan, Sullivan City, Weslaco, South Padre Island.	City of McAllen, City of Pharr, City of San Juan, City of Alamo, PSJA ISD, City of Donna, Donna ISD, and Hidalgo County Clerk's Office	Edinburg, McAllen, Hidalgo, Pharr, Mission, La Joya, Palmview, San Juan, Part of Donna & Alton
<b>3. How many mail (to post office) subscribers do you have?</b>		
197 Daily Subscribers	126 locations –	0.00
200 Sunday Subscribers		
<b>4. How many printed on a daily, weekly basis?</b>		
<b>M-Saturday 29, 000</b> 22,000 home delivery (school, hospitals, diff. entities) don't come back <i>20 % not sold</i> M- F 6,000 copies (machine, stores, vendors etc)	from 8,000 to 9,700 weekly	
<b>Sunday 39, 000</b> <i>20 % not sold</i> Sunday 3,000 copies (machine, stores, vendors etc)		
<b>5. What is the cost to the mail subscribers?</b>		
21.50 per month daily & 14.50 for Sunday delivery	No response	N/A
<b>6. Hidalgo County needs documentation confirming the second-class postal matter designation, can you proved that?</b>		
Yes- This info is posted daily with our subscription rates on the 2 <sup>nd</sup> pg on the lower left hand corner	Yes	N/A
<b>7. Is your newspaper a Community Circulation or General Circulation?</b>		

General	General	Community
<b>8. How can Hidalgo County get copies of the Legal Ads?</b>		
The Monitor provides a publisher's affidavit w the clipping of the notice	delivery from the company free of charge	Request tear sheet
<b>9. How can vendors get information of the Legal Ads?</b>		
They may purchase a newspaper or go online <a href="http://www.themonitor.com">www.themonitor.com</a>	Vendor must comp them a subscription	Request tear sheet
<b>10. Is your newspaper/circular offered online?</b>		
Yes	As per The Advance News yes, but after several attempts the Purchasing dept has not been able to log on to their web page (not working) as of 01/31/14	Yes
<b>11. Can you send us the Legal Rates for such services that we are requiring (Legal Ad Notices)?</b>		
14.65 per column daily rate 18.14 per column Sunday rates online posting 30.00 per day	8.00 per column	Depends on how large the ad is and upon request
<b>12. What percent of your newspaper are ads and what percent are stories?</b>		
40% advertising – 60 % editorial	25% News 75 % ads	25% Education 75 % ads
<b>13. Does your newspaper publish daily or weekly, which day of the week?</b>		
7 days a week	Once a week – Wednesday's	Once a week- Wednesday's (delivered house to house only)
<b>14. Can you show us your postal matters?</b>		
Registration # USPS 594-160 (ISSN8750524S)	Yes, (USPS 433-950)	yes