

San Marcos Daily Record

111TH YEAR NO. 10

\$1.00

FRIDAY, JANUARY 13, 2023

SANMARCOSRECORD.COM

HISTORIC PRESERVATION

Historic Preservation Commission denies request to build 1,000-square-foot unit on historic home site

ZOE GOTTLIEB
STAFF REPORTER

The Historic Preservation Commission has turned down an applicant's request for approval to build a 1,000-square-

foot unit on a historic home site in San Marcos.

HPC Chair Ryan Patrick Perkins made an amended motion on Thursday, Jan. 5, to deny Kristy Money's request for a Certificate of Appropriateness

(COA) to construct a detached three-car garage, a 1,000 square foot Accessory Dwelling Unit (ADU), and a concrete ribbon driveway on her 804 Burleson Street property. The motion received unanimous approval.

Perkins cited the applicant's failure to meet the Secretary of the Interior's Construction and Repair Standards and Standards for Rehabilitation as the reason for the denial.

According to these standards,

a new addition to a historic building must balance differentiation and compatibility.

Perkins stated that his main concern was the proposed building's scale, which "[is] only a couple of feet in height down from the height of the main structure, and it's only a few feet less in width from the

SEE HPC PAGE 4

PRICE AT THE PUMP



...in the average
...according

TEXAS STATE WOMEN'S BASKETBALL

KID'S GAME RETURNS

San Marcos CISD students fill stands at Strahan Arena on Thursday



...at Strahan Arena to
...2020 before the COVID
...watch a wom-
...marked

San Marcos news and advertising source or over 110 years, in print, online, we keep you informed. We offer advertising plans to fit any business, large or small. The San Marcos Daily Record has the answer for your business.

MEDIA BUYER KIT

2023

San Marcos Daily Record

sanmarcosrecord.com

512.392.2458

1910 IH 35 South, San Marcos TX 78666

San Marcos Daily Record

Rate Card • Effective January 1, 2023

Publish Dates: Tuesday - Friday • Sunday Mornings
P.O. Box 1109, San Marcos, TX 78667 or 1910 IH 35 South, San Marcos, TX 78666
Phone: 512.392.2458 • Fax: 512.392.6483

MANAGING STAFF

Dalton Sweat- Publisher
Nick Castillo - Editor
Marcy Holt - Advertising Director

LOCAL DISPLAY RATES

*All retail rates are noncommissioned - Per calendar month

	DAILY	SUNDAY
OPEN RATE	\$11.00 per column inch.....	\$13.00 per column inch
30-125 inches	\$9.00 per column inch.....	\$10.00 per column inch
126-251 inches	\$8.50 per column inch.....	\$9.00 per column inch
252+ inches	\$7.50 per column inch.....	\$8.00 per column inch

NATIONAL DISPLAY RATES*

DAILY	SUNDAY
\$13.00 per column inch	\$14.00 per column inch

*Fifteen percent commission to recognized agencies only. All other rates on this card are net.

FREQUENCY DISCOUNTS*

- Repeat black & white retail advertisement within a seven-day period of the initial insertion and take advantage of substantial savings at a pickup rate of \$5.50 per column inch.
No copy changes. No other discounts apply.



NON-PROFIT 501(a)(3)

This rate is available to Not-for-profit organizations with have a 501(a)(3) tax-exempt status. Regular frequency discounts apply. Not-for-profit organizations that do not have a 501(a)(3) status may qualify for the charity rate. Businesses that sell services are not included. Prior approval needed. Rate \$9.00 per column inch.

POLITICAL ADVERTISING RATES

\$9.00 per column inch (paid in advance)

COLOR RATES

Black and ONE Color.....	\$107.00
Black and TWO Colors.....	\$160.50
Full Process Color.....	\$267.50

FRONT PAGE FOOTER RATES*

Sunday \$325.00 • \$241.00 Weekday • Sports \$160.50 • Neighbors \$96.50
(One advertiser per day)

RETAIL ADVERTISING DEADLINES:

2 Business days prior to publication

Combo discount rates available Contract rates available

CLASSIFIED DISPLAY RATE

SUNDAY OPEN RATE: \$12.00 pci • Sunday & weekday combo \$11.50 pci

DAILY RATE: \$10.00 pci (Tues. - Fri.) Pickup Rate: \$5.50 pci

WEEKLY CLASSIFIED DISPLAY RATE

Sunday: \$11.50 • 2nd Day: \$5.50 pci • 3rd Day: \$5.50 pci • 4th Day: \$4.50 pci • 5th Day: \$3.50 pci

Contact SMDR for web ad rates.

CLASSIFIED BUSINESS & SERVICE DIRECTORY

A 2 Column x 2 inch ad which includes any artwork and/or logos for \$159.50 per month. Ads in the Business & Services Directory run every issue day. Also includes the San Marcos Daily record web site www.sanmarcosrecord.com and includes the Hill Country Record.

CLASSIFIED ADVERTISING DEADLINES

Weekdays: 10 a.m. business day prior to publication. • Sundays: 11:00 a.m. Friday.

PRE-PRINT RATES

Preprints are billed per thousand based on quantity received

TAB PAGES	CIRCS UNDER	CIRCS OVER	PRE PRINT GUIDELINES
SINGLE SHEET	4,000	4,000	<ul style="list-style-type: none">• Inserts can appear any day except Monday or Saturday (based on availability)• Inserts should be reserved 15 days prior to Sunday distribution and be in house 10 days prior. Daily inserts should be reserved 10 days prior and be in house seven days prior to daily distribution.• Pack and band inserts on skids convenient for handling, 2,000 pounds or less per skid.• Cancellation must be received 12 days prior to insertion date• Deliver to Mailroom supervisor. 1910 IH-35 South, San Marcos, TX 78666• Receiving hours: 8 a.m. to 4:30 p.m. Monday through Friday
4	\$47.50	\$45.00	
8	\$63.50	\$62.50	
12	\$65.50	\$63.50	
14	\$70.00	\$67.50	
16	\$75.00	\$73.00	
20	\$78.50	\$76.00	
24	\$86.00	\$83.50	
28	\$91.00	\$88.00	
32	\$98.50	\$95.50	
36	\$105.00	\$101.00	
40	\$110.50	\$107.00	
44	\$117.00	\$113.50	
48	\$123.50	\$120.00	
Over 48	Please call for rates		

COLOR X-PRESS INSERTS

Rates are based on cost per thousand and include design, production, printing and distribution. Reserve 21 days prior to publication.

★ Add \$150 set up fee for orders less than 10,000

**SINGLE
SHEET
8.5" x 11"**
as low as

\$70
per 1,000

FRONT PAGE NOTES

Rates are based on cost per thousand and include design, production, printing and distribution. Reserve 21 days prior to publication. **Copy changes \$200 per change**

1 Color	\$110.00
2 Colors	\$119.00
3 Colors	\$125.00

★ Add \$150 set up fee for orders less than 10,000

CIRCULATION

Our coverage area includes: San Marcos, Wimberley, Kyle, Maxwell & Martindale, Texas

COMMISSION AND TERMS OF PAYMENT: Credit accounts must be established with our Business Office before charges can be made. Prior to an account being established, all rates are cash in advance. All bills are due and payable upon receipt. Bills not paid in a reasonable amount of time will be subject to collection and/or legal action. **GENERAL RATE POLICIES ALL CLASSIFICATIONS:** Rates and conditions subject to change on 30 days notice. Advertising set to resemble editorial matter must be marked "Advertisement". The San Marcos Daily Record reserves the right to edit, alter or omit any advertisement. Advertisements are conditionally accepted by the San Marcos Daily Record, subject to approval by the management. The San Marcos Daily Record reserves the absolute right, at its sole discretion, to refuse any advertisement submitted for publication. Should an advertisement be rejected, any deposit will be promptly refunded. All property rights, including any copyright interest to an advertisement produced for you by The San Marcos Daily Record using artwork and/or typography furnished or arranged by us, shall be the property of The San Marcos Daily Record. No such ad or any part thereof may be reproduced without proper consent of the San Marcos Daily Record. **ERRORS:** It is the responsibility of the advertiser to check each insertion of an advertisement. On consecutive run advertisements, no adjustment will be made by the publisher for errors not corrected after the first day. The Publisher reserves the right to revise or reject, at his opinion, any advertisement deemed objectionable by the Publisher in subject matter, phraseology or composition, or to clarify any advertisements. All ads subject to credit approval.

Web Advertising Rates

Quoted prices for web ads are on a *per month* basis, unless otherwise specified.

Camera Ready ads must be submitted in the size specified on the ad list. They must be 72 dpi, RGB, Accepted formats are JPEG, GIF and PNG.


- ★ **Website Topper**
(Above Mast head) 1200pi X 200pi **\$1,070**
 - ① **Leaderboard**
(Above or below Mast head) 728pi X 90pi **\$275**
 - Footer** (bottom of pg): 728pi X 90pi **\$125**
 - ② **Content position:** 600pi X 74pi **\$160**
(below Features or News or Sports)
 - ③ **Skyscraper:** 300pi X 600pi **\$275**
 - ④ **Big Box:** 300pi X 250pi **\$275**
 - ⑤ **Weather Sponsor:** 300pi X 100pi **\$135**
(below or above weather)
- Content position for Obit or Sports page ONLY**
- Below Menu bar 728pi X 90pi **\$215**
 - Above Accordion Block 300pi X 250pi **\$215**


Home Page Takeover Frame


Includes Masthead Leaderboard 728x90 (Below Masthead), Footer Leaderboard 728x90 (at the bottom of the page) and Sidebar rails (Left & Right side).

\$535 Per Month

Ad runs below Masthead

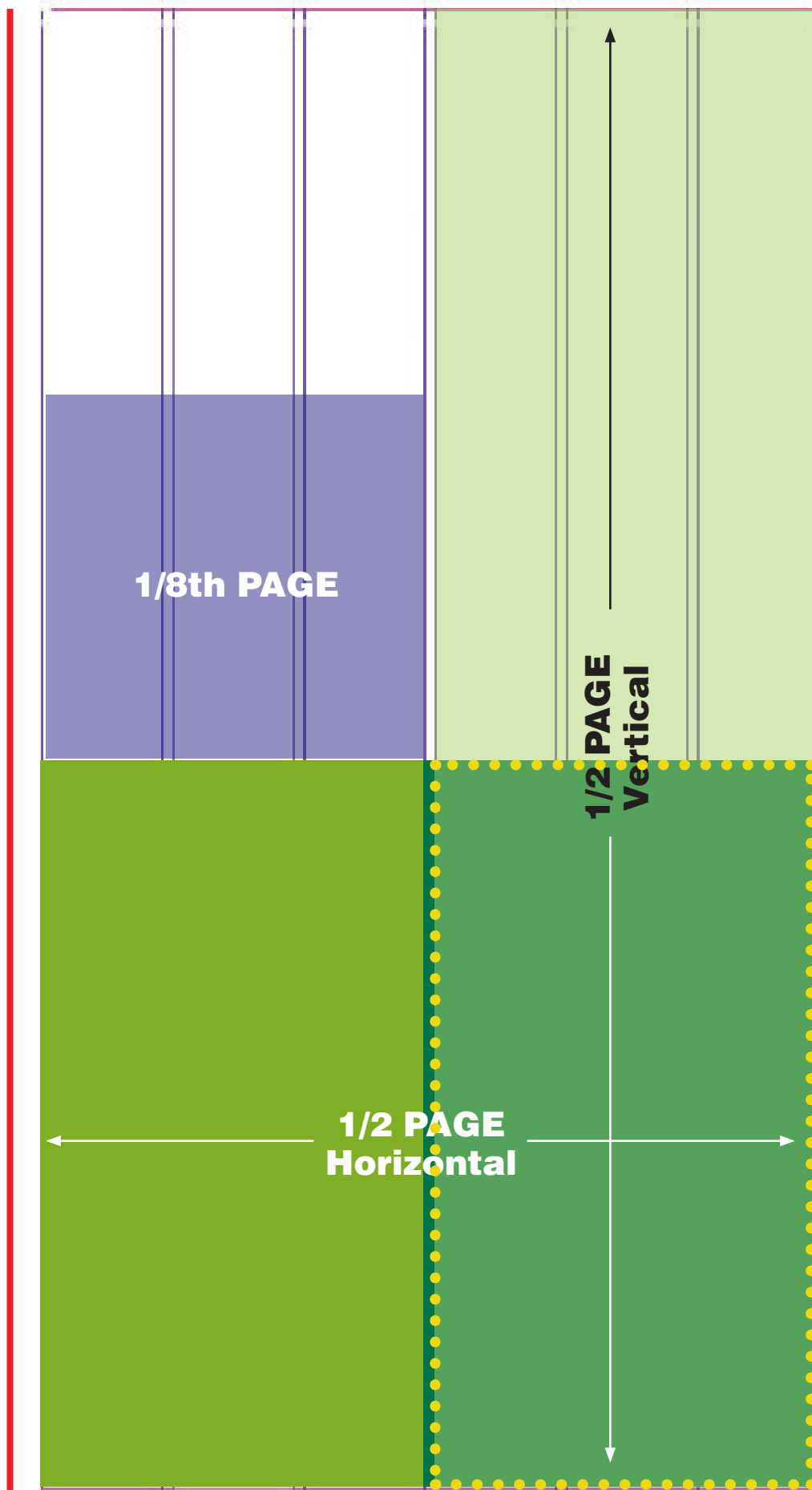
Pencil 960pi X 45pi → 

Sliding Billboard*: **\$125 per day** → 

Landing 960pi X 300pi → 



*Position scheduled daily based on availability.



- Full Page:**
11" x 21"
- 1/2 Page Horizontal:**
11" x 10.5"
- 1/2 Page Vertical:**
5" x 21"
- 1/4 Page**
5" x 10.5"
- 1/8th Page**
5" x 5"

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Position sizes not to scale