

BANDERA BULLETIN

MEDIA KIT • 2021

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THE COWBOY CAPITOL OF THE WORLD

In the late 1800s, Longhorn cattle roamed free throughout South Texas. Bandera was a gathering place for the over 10 million head of Longhorns gathered for sale and made their way on the Great Western Cattle Trail to railheads in Kansas and Nebraska. Bandera played a key role in the development and growth of the cattle industry – as far north as Wyoming and Montana.

THE NEWSPAPER OF RECORD

Since 1945 The Bandera Bulletin has been reporting events in "The Cowboy Capital of the World." The award-winning weekly broadsheet covers all of Bandera County including Bandera, Medina, Pipe Creek, Lakehills, Tarpley, Utopia and Vanderpool.

Printed in Taylor Texas and owned by Granite Publishing, the Bandera Bulletin is the official newspaper of record for Bandera County and arrives on newsstands every Wednesday.

FREE QUARTERLY MAGAZINE

The town of Bandera is only 1.2 square miles in size with a population of 857 people. However, that population swells into the thousands on any given day and tens of thousands on weekends due to the town's attraction as a tourism destination.

In an effort to serve this transient community, the Bandera Bulletin publishes a quarterly tourism guide called Trailhead. This full-color magazine is distributed throughout the Hill Country free of charge.



AT A GLANCE

9,700+ Readers per Week
15,000+ Free Quarterly Magazines
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JULY 1945 **Bandera Bulletin** JULY 2020
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WEDNESDAY, JULY 8, 2020
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10 pages • 50.75

County's COVID-19 count grows slightly
By Bill Pizzi
The number of active COVID-19 cases in Bandera County fell by one over the weekend but the overall count, which includes those who have recovered from the infection, grew by four to 27 as of Monday, July 6, according to numbers compiled by the Texas Department of State Health Services. Monday's report on COVID-19 in counties in District 5 shows Bandera County had five active cases and 18 cases considered recovered, which results in the total of 27 cases. Nine of the 27 cases were listed as "pending investigation," which was two more than had been in that category on Friday, July 3. Bandera County also continued to be listed among the counties without a fatality from the outbreak that is entering its sixth month.

JULY 4 BOAT PARADE DRAWS CROWD
An armada of patriotically festooned boats took part in a boat parade on Saturday, July 4, on Medina Lake put on by the organization Save Medina Lake. The fleet of close to 50 boats gathered at 10 a.m. in front of the lake's dam in Mico and travel about three miles around the lake's shoreline, organizers said. It was the group's first July 4 boat parade.

Medina library addition ready for use
By Chuck McCullough
The Medina Community Library is about to make a small community bigger in a number of ways. Nicknamed the "Best Little Library in Texas," the facility at 1248 Highway 16 North in Medina is finishing up a roughly 20-month addition that will double the library's space to 7,000 square feet. The \$2.5 million expansion started with a roughly year-and-a-half completion goal that was extended to roughly 20 months. The first events are expected to be held in the addition this month. "Solar panels still have to be installed and some landscaping is still under way, but we expect the new building to start being used in July by organizations and events, and then really take off," said David Luckey, president of the library's Board of Directors last month. "We will have an official opening of the new building and community events and celebrations, officials said. The new wing also has been configured into two smaller meeting rooms. The idea of the library addition came to life in January 2014 when Rodney J. Casper, Luckey's father-in-law, purchased the commercial property next to the library. Casper and his late wife Martha "Tope" Casper gifted the property to the library. The site was occupied by the former Highway 16 Café and an attached building, both needing extensive work, the board president said. The library's board decided to remove those structures and start from the ground up.

Bandera economy part of UT assessment
Bandera has been selected as one of 90 small, rural towns in Texas - and three more in Louisiana - to take part in a research project developed by a think tank at the University of Texas at Austin this summer and fall examining how the COVID-19 pandemic has affected the community and what can be done to help the community rebound. The Regional Economic Recovery project is one of three initiatives developed by the ICJ Institute at the University of Texas at Austin to evaluate the impact of the pandemic on communities outside of major urban centers in Texas and Louisiana and to develop recovery strategies that those communities can use to rebuild their economy and their quality of life. Bandera was chosen with towns like Castlesville, Froelicher, Hondo and Marfa to take part in the economic recovery project that officials hope will help leaders rethink economic development in their communities in the wake of the COVID-19 outbreak. Student researchers with the think tank have been conducting phone interviews with community leaders, business owners and other stakeholders since the beginning of last month about the community's assets and needs and the impacts that COVID-19 has had on Bandera. A separate survey is also being conducted of as many people as possible over the span of the 2020 Eye Code to learn more about the makeup of the Bandera community, what people think about how well the community has coped with the pandemic and what assets need to be developed to make Bandera a more desirable place to live and work. The survey is being conducted on a voluntary basis, and all information obtained in the survey will be kept confidential, officials said. But as an incentive for participation, ICJ has agreed to make a \$1,000 grant available to the school district in the town that receives the highest participation. The deadline to complete the survey is July 31. If you would like additional information about the project or would like to participate, please contact the City of Bandera at 830-796-3175. The principal investigator on

CORONAVIRUS CAN'T DIM FIREWORKS DISPLAYS
Fireworks light up the night sky outside the Shindig event center on Highway 16 near Bandera on Saturday, July 4. Several venues and at least one restaurant held fireworks shows to celebrate Independence Day. Officials said they were pleased with steps organizers took to follow health rules associated with the coronavirus pandemic.

MEAN WATER LEVEL
This week: 1.046/74 Last week: 1.048/18 One year ago: 1.046/20
FILLED PERCENTAGE
This week: 63.3 Last week: 67.8 One year ago: 63.3

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SEE SURVEY, PAGE 6

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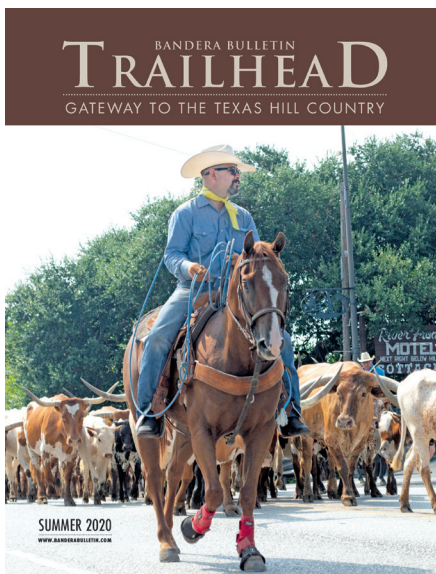
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Published Quarterly in color:

Fall (Sept–Nov)
 Winter (Dec–Feb)
 Spring (Mar–May)
 Summer (June–Aug)

1/8 PAGE	3.68" x 2.4"	\$125
1/4 PAGE	3.68" x 4.93"	\$250
1/2 PAGE	7.5" x 4.93" H 3.68" x 9.76" V	\$380
FULL	7.5" x 9.76" 8" x 10.5" w/bleed	\$700

Color is included in the price.



Our quarterly Trailhead magazine is printed in full-color and distributed throughout the Hill Country, inserted into each weekly newspaper at time of print, as well as placed in every P.O. box in the Bandera Post Office.

WEEKLY RETAIL DISPLAY

WEEKLY DEADLINE FRIDAY NOON

\$10 per column inch

1 column = 1.52"	4 column = 6.61"
2 column = 3.22"	5 column = 8.31"
3 column = 4.91"	6 column = 10"

COLOR CHARGE

Full Color	\$150
Spot Color	\$75

BUSINESS DIRECTORY

2x2 AD 6-week minimum \$20 weekly

CLASSIFIED

Word rates \$9 (12 words) minimum
 \$.75 for each additional word
 Boxed add \$1 Bold words add \$.25

ANNOUNCEMENTS

Birth, Obituaries, Engagements & Weddings \$25 – \$75

CLASSIFIED DISPLAY SIZES

1 Column = 1"	6 Column = 6.62"
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3 Column = 3.25"	8 Column = 8.87"
4 Column = 4.37"	9 Column = 10"
5 Column = 5.5"	

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2nd Banner:	\$14.75/wk
Bus Directory	\$4/wk*

*An ad in the weekly newspaper required to receive this discount.

INSERTS

Flat rate of \$200 per 2,600 copies
 Up to eight pages (call if more than eight)

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Out of County	\$45	Out of State	\$51
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