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Serving the community of Howe since 1963

2020 MEDIA KIT

 Veterans honored with breakfast at Howe Church of Christ For several years now the Howe Church of Christ Page 3	 Howe 6U softball wins fall championship The Howe 6U team played in a triple-overtime Page 9	 Pradera Hosts Halloween Trick or Treat Howe, TX (November 1, 2019) - Pradera, a Page 12	 Tescama Patriots, pg. 7 Church/Library, pg. 7 Breed Champion, pg. 9 Business Directory, pg. 10 Band Arts & Crafts, pg. 12 Texas History, pg. 13 Christian, pg. 14 Football Playoffs Sched, pg. 15 Finance/Children, pg. 15 Past front pages, pg. 17-24
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Volume 57, Edition 26 Monday, November 11, 2019

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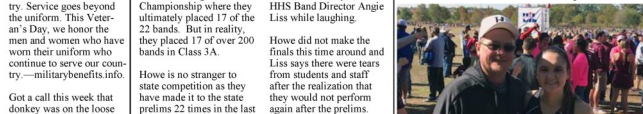
Summit Gardens celebrates long-awaited grand opening



Jean Norman, chairman of the Howe Development Foundation reads to cut the ribbon for Summit Gardens on Saturday night.

The moment finally arrived Saturday night as Summit Gardens finally opened the doors to the public for the first time after the completion of the 4-year renovation project. The wedding and event venue began with an acoustic performance by hometown music artist Brent

Agee places 75 of 150 at state cross country meet



Howe's Marissa Agee ran her second-fastest time at 13:12 at the state cross country meet on Saturday. The junior is a state qualifier in track also.

Obviously it got started with Elmer (Schuck) and I haven't killed it yet," said HHS Band Director Angie Liss while laughing.

Howe did not make the finals this time around and Liss says there were tears from students and staff after the realization that they would not perform again after the prelims.

"We're not used to not being in the finals. Most of the time we are," said Liss. (1980, 1995, and 1997). Since 1980, Howe has missed state competition in four years (1985, 2005, 2007, and 2015).

Statistically speaking as far as state appearances are concerned, there is no band program in any classification over the past 39 years that has been better than The Pride of Howe.

Howe is no stranger to state competition as they have made it to the state prelims 22 times in the last 26 contests and have made the finals 17 times and ultimately winning the championship three times (1980, 1995, and 1997).

EDITOR'S NOTE—This column is reserved as an opinion column and may not necessarily reflect the policy of this publication.

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City of Howe issues water restrictions
Howe 6U softball wins fall championship
Pradera Hosts Halloween Trick or Treat

Bulldogs snap 11-game road district losing streak



Howe's Jake Thornton on his way for one of his four rushing touchdowns in Bonham. Michelle Carney/Howe Enterprise.

It's been four years since the Howe Bulldogs (1-10) started a district win over Garner in 2015, a district win over a put Howe on track for a district championship. In district championship, Howe made a real time. Howe made a real time. Howe made a real time.

Howe busini "People's Choi at the State Fa



A youngster tries her hand at the ring toss Saturday night. Staff photo.

It was another successful year at the annual Howe Fall Festival at the Howe Intermediate and Middle School parking lot.

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Four named to 2019 Howe Hall of Honor



Donna Jarma, Bobby Solis, Marion Allison, Lowell Thompson

The voting is over and four members will be inducted into the Howe Hall of Honor. The chamber each year takes two living and two deceased members from a process of nomination and then voting. Donna Jarma and Bobby Solis were voted into this year's class as well as Marion Allison.

Spring has sprung an old ballpark back to life



Jayden Basset bats in the season opener at Ferguson Field for his Howe 6U team. Photo by Monte Walker

The City of Howe and the Howe Youth Baseball Association invested \$22,000 into a six-year-old ballpark this season. The property that is now Ferguson Field was once home to Ferguson Seed Farms and was donated to the city long ago with the understanding that it must be a park and must be named Ferguson. In 1971, Commissioner Ray Blodgett helped fund the property.

The city portion of the investment was \$12,000 and was for the upgrading of the ballpark and the new backstop. The concrete knee wall and a modern pole and netting screen.

Howe Youth Baseball raised over \$10,000 by selling advertising sponsorships and t-shirts. Those that bought ads had the option of investing advertising campaigns with a high-quality metal sign in Sherman. The other option was for a 1-year \$300 investment in our youth is always a good idea.

There's more to do, but for the little kids of Howe, the one of the worst in the league to one of the best. Investing in our youth is always a good idea.

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We at the Howe Area Chamber of Commerce established a relationship with the Howe Enterprise over five years ago. They worked with us then in developing an advertising plan and continue to work with us now on ad content and direction. The Howe Enterprise has a passion for promoting Howe, Texas and all it has to offer.

**Robert Cannaday, president
Howe Area Chamber of Commerce**

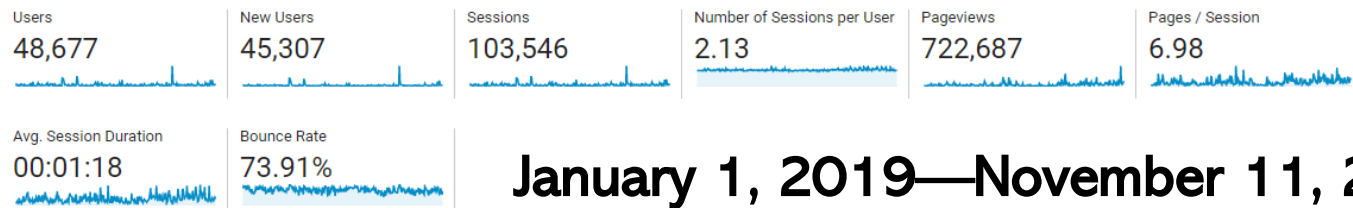
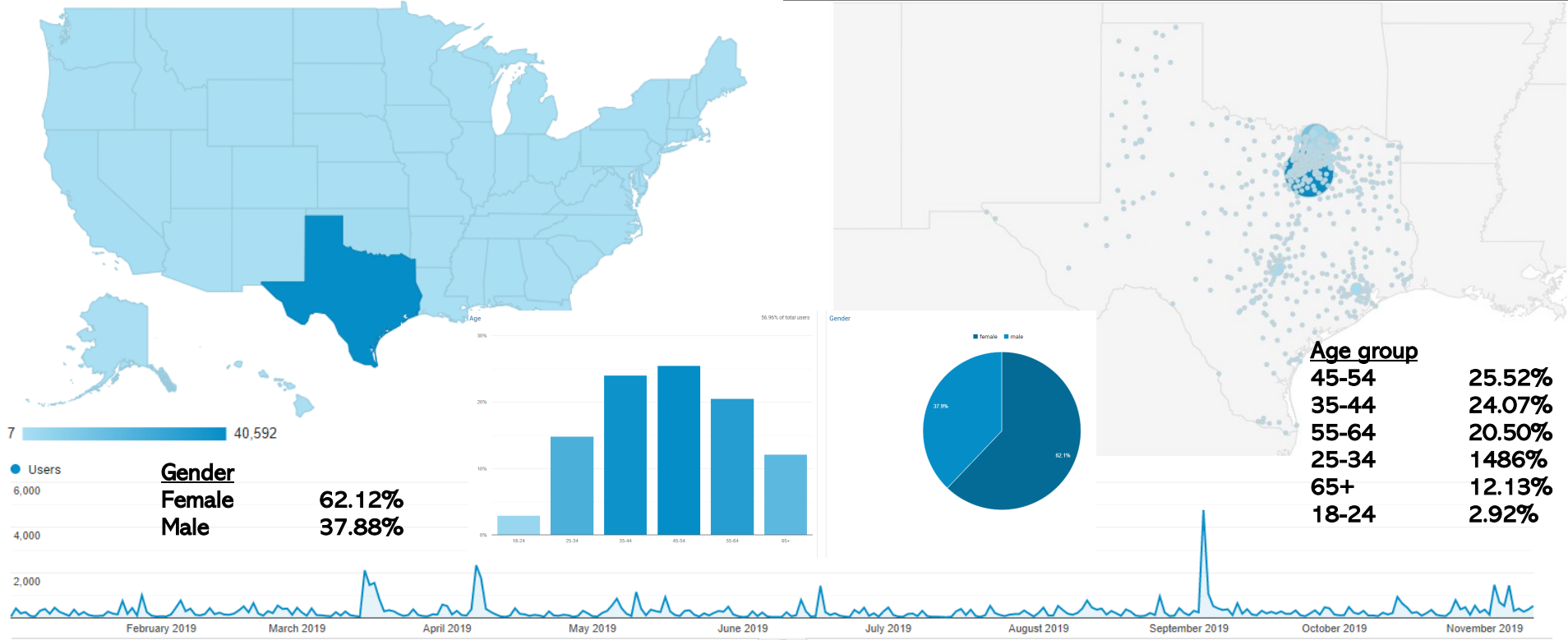


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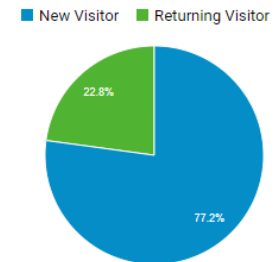
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January 1, 2019—November 11, 2019





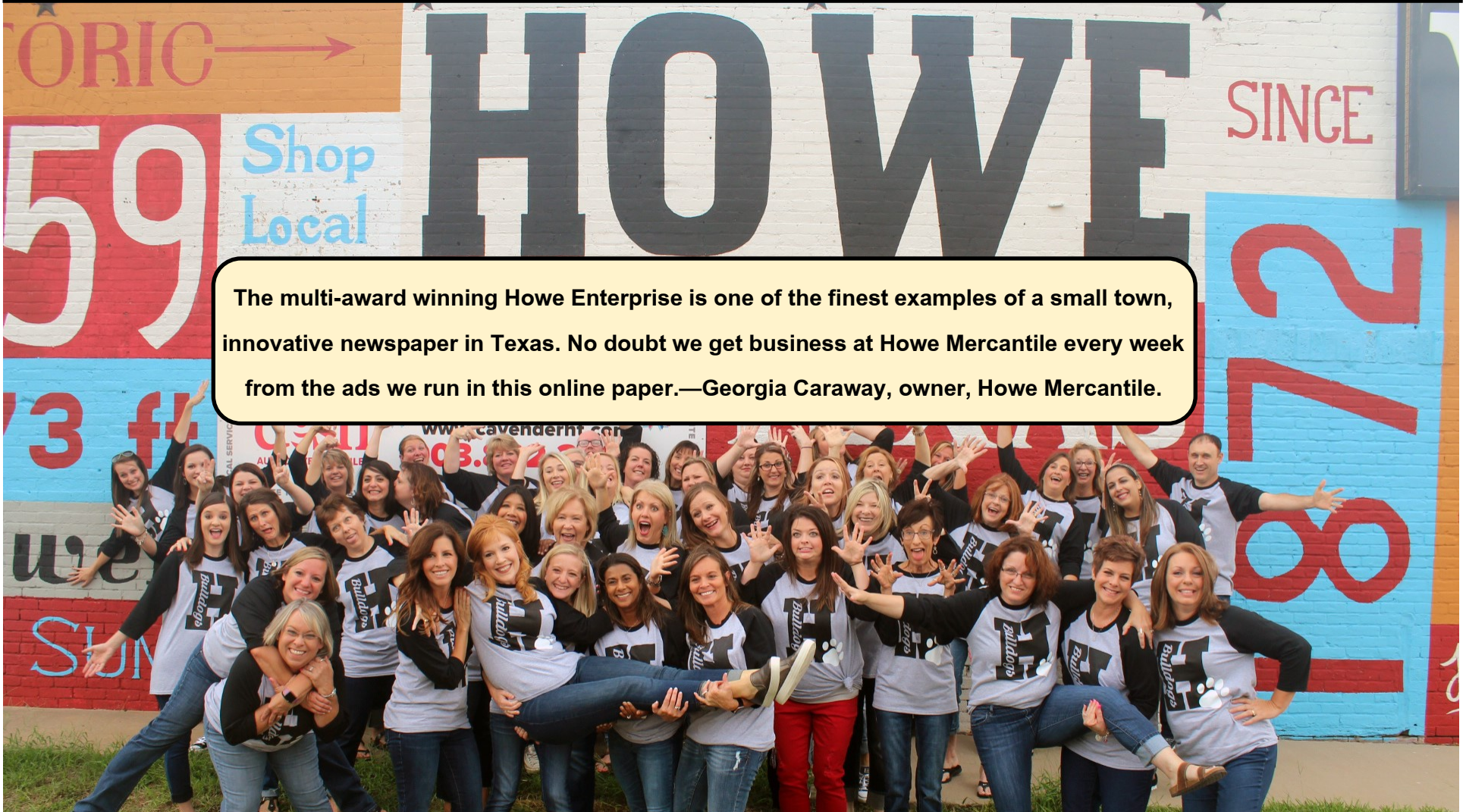
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The multi-award winning Howe Enterprise is one of the finest examples of a small town, innovative newspaper in Texas. No doubt we get business at Howe Mercantile every week from the ads we run in this online paper.—Georgia Caraway, owner, Howe Mercantile.





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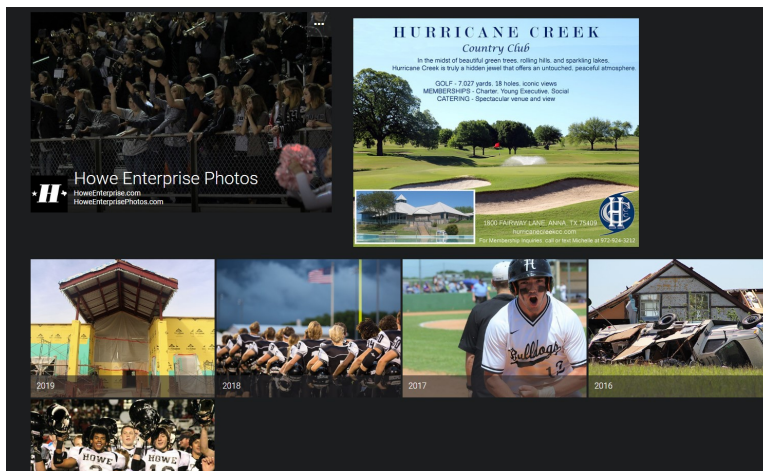


BROADCAST, PHOTOGRAPHY—MORE THAN JUST A PUBLICATION

THE HOWE ENTERPRISE IS A MORE THAN JUST A NEWS PUBLICATION—WE ARE SO MUCH MORE!

The Howe Enterprise has play-by-play broadcast experience of over 25 years in delivering high-quality football, basketball, baseball, and softball audio broadcasts. We host a Howe Bulldogs Coaches Show during football season and a Senior Spotlight for Howe Bulldogs.

The Howe Enterprise also has a sports photographer that captures the majority of all Howe sports games. They are FREE for download.



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Van Alstyne at Howe 57th Silver Spike Broadcast recap
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Van Alstyne Panthers at Howe Bulldogs, 11/1/2019
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Senior Spotlight 2019
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Howe Bulldogs Coaches Show with Bill Jehling...
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Howe Bulldogs at Commerce Tigers, 10/25/2019
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Howe Bulldogs Coaches Show with Bill Jehling...
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Howe Bulldogs Senior Spotlight featuring Dylan...
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Howe vs. Lone Oak broadcast highlights, 10/18/2019
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Pride of Howe, HHS, Howe, Texas, 10/11/2019 at...
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Howe at Pottsboro highlights, 10/10/2019
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Howe Bulldogs at Pottsboro Cardinals, 10/11/2019
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Howe Bulldogs Coaches Show with Bill Jehling...
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Emory Rains Wildcats at Howe Bulldogs, 10/4/2019



Howe Bulldogs Senior Spotlight with Ayden Norton...



Howe Bulldogs Coaches Show with Bill Jehling...



Howe at Bonham highlights, 9/27/2019

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It is delivered through email subscription and shared on social media platforms including Facebook, Instagram, and Twitter.

Facebook Followers: 3,987

Twitter Followers: 848

Instagram Followers: 934

YouTube Subscribers: 152

2019 Views: 13K, Watch hours: 1.5K

Email subscribers: 664

Open rate: 33.73%

Click rate: 20.84%





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TESTIMONIAL

The Howe Enterprise continues to be a significant partner to our community. The publication gives local businesses a means of advertising to the people of the community at a rate that is more affordable than newspaper, television, and radio. On top of that, it meets our needs locally of reaching our hometown citizens.

**- Anna Anderson,
Independent Financial**





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AD SPECIFICATIONS

Full page	10 x 16
1/2 page	10 x 7.875
1/4 page	5 x 7.875
Large	5 x 6
Business card	3.2 x 2

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Business Card	\$ 50.00	\$ 75.00	\$ 100.00	\$ 125.00

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ADS: We prefer PDF or JPG. We can create the ad for you.

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PDF FILES: Only high resolution PDF files produced with full version of Adobe Acrobat—not Acrobat Writer—are accepted.

HOW TO SUBMIT

EMAIL: Files in PDF format or compressed smaller than 15MB can be emailed to news@howeenterprise.com



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SPORTS BROADCASTING

:30-second pre-recorded commercial to air during the games: **\$500 for the season, including playoffs** (airs a minimum of four times during each Howe Bulldogs football broadcast and during any other game broadcast throughout the school year).

In-game mentions: **\$300 for the season, including playoffs** (many to choose from including scoring drive, kick-off, red zone, halftime show, sidelines, and many more. Also will air in other game broadcast throughout the

ADS: We can voice and produce your :30-second audio commercial for you or you can submit yours to us.

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Play-by-play broadcaster Monte Walker has been calling football games since 1994. He was the play-by-play voice of the Coca-Cola High School All-Star Game in 2005. He's broadcast NFL players such as quarterbacks Matthew Stafford, Robert Griffin III, Jordan Taylor, and Hunter Smith.

1994-1998, Sherman Bearcats on KLAK 97.5-FM

1999-2003, Denison Yellow Jackets on KMKT 93.1-FM

2004-2008, McKinney ISD football on KLAK 97.5-FM

2009, KTEN-TV Game of the Week

2014-2019, Howe Bulldogs on HoweEnterprise.com



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The Howe Enterprise is a family business that dates back to when my grandfather made the purchase of the publication back in 1966. Not only are we the oldest active business in Howe, but we're also an award-winning publication recognized by the Press Club of Dallas as back-to-back winners of the Hugh Aynesworth Award for Excellence in Journalism.

- Monte Walker, owner/
editor



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