Caprock Courier acquires Motley Co. Tribune
Paper to be printed weekly starting in July

The Caprock Courier is pleased to announce that its recent acquisition of the Motley County Tribune will enable cost and delivery savings per customer that will make it economical to print a weekly newspaper once again.

Beginning in September 2012, the Caprock Courier, previously the Briscoe County News, began printing once per month and posting a newspaper online weekly. This was the newspaper's only option to continue to have a print paper without raising subscription and advertising rates exorbitantly. The newspaper was facing subscription rate increases of nearly 300% and advertising rate increases of 75% to continue printing weekly.

Due to public outcry for a more frequent print paper, the Briscoe County News expanded to cover a larger area and opened two new newspapers for the Valley and Motley County areas. All three newspapers were printed bi-weekly under one nameplate — the Caprock Courier — starting in March 2013. Despite demand for a more frequent print paper, there was no expansion in the customer base, and the newspaper's ability to operate efficiently enough to justify printing at all was threatened.

The Caprock Courier continued to struggle financially and reached out to the Motley County Tribune, which had been for sale for the past two years. A deal was reached, and the Motley County Tribune will officially become a part of the Caprock Courier family starting in June replacing the Motley Mash Up section.

After the paper begins printing weekly, the rate for an annual print subscription will be $40 for residents of Briscoe, Motley, and Hall counties. The subscription rate for subscribers from all other counties and states will be $50 per year. Online subscriptions will be $15 per year; effective June 1.

Open display advertising rates will be decrease from $5 per column inch to $4 per column inch due to a change in layout. The paper will be printed using a 6-column format versus a 4-column format starting in June. Regular advertisers will receive their long-term advertising discount and will not see an increase in their monthly advertising bills.

There have been many changes to the Briscoe County News since February 2010 when it was purchased from long-time owners Charles and Mary Ann Sarchet. The couple did a wonderful job with the paper and adapted to five decades of industry changes without disrupting service to the public. This is not a feat to be ignored, but to be applauded.

The newspaper now faces continual challenges due to the changing face of the news industry and constant technological changes. The Caprock Courier hopes to always face these challenges head on and do whatever it takes to remain a profitable, viable, integral part of the communities it serves, which means evolving its format without changing its purpose or compromising its integrity.