

## DISPLAY ADVERTISING

### Open (National) Rate

Flat Rate .....	\$6.00 col/inch
Agency Discount .....	15%
Full Color.....	\$225.00

### Local Advertising Rates

1-20 inches/month .....	\$6.00 col/inch
21-125 inches/month .....	\$5.50 col/inch
126+ inches/month .....	\$5.00 col/inch
Non-Profit.....	\$5.00 col/inch

### Local Color Rates

Full Color.....	\$112.50
Split Color .....	\$75.00 per customer

### Combination Rates (ACR)

Brownfield .....	\$5.00 col/inch
Seminole .....	\$5.00 col/inch
Lamesa .....	\$5.00 col/inch

### ROP Measurements

PASS Format .....	6 Columns
Column Size.....	1.8125 inches
Column Gutter.....	.125 inches
Printing Image.....	11.625 x 20.5 inches

## INSERTS

Sheet, 4 Page Tab.....	\$185.00
4-full, 8 Page Tab.....	\$210.00
6-full, 12 Page Tab.....	\$235.00
8-full, 16 Page Tab.....	\$245.00

## CIRCULATION

	1 YEAR	6 MONTH
Carrier .....	32.35	18.25
Mail (In-County) .....	31.35	17.10
Mail (Adjacent County).....	35.90	19.45
Mail (Out-of-State) .....	40.75	21.45
Online Subscription .....	9.95	
Online Sub with Print Sub .....	5.00	

## CLASSIFIED ADVERTISING

### Open Classified (National) Rate

Flat Rate .....	\$6.00 col/inch
Full Color.....	\$225.00

### Local Classified Display Rates

1-20 inches/month .....	\$6.00 col/inch
21-125 inches/month .....	\$5.50 col/inch
126+ inches/month .....	\$5.00 col/inch
Non-Profit.....	\$5.00 col/inch

### Local Classified Color Rates

Full Color.....	\$112.50
Split Color .....	\$75.00 per customer

### Real Estate Rates

Local Agents .....	\$5.00 col/inch
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Legals..... 38¢ per word

### Word Ads

15 word minimum.....	\$5.00
Extra word(s).....	38¢ per word
Online Text Ad.....	\$10.00 per issue
Online Text Ad.....	\$75.00 per month
Online Text w/ print ad .....	\$2.50 per issue

### Garage Sale Ads: Must be prepaid

15 word minimum.....	\$5.00
Extra word(s).....	38¢ per word

### Patch Ads: Brownfield - Seminole - Andrews - Lamesa

20 word minimum.....	\$9.00
Extra word(s).....	38¢ per word

## WEBSITE ADVERTISING

### Banner Ads

Header (728w x 90h).....	\$250.00 per month
Footer (728w x 90h) .....	\$250.00 per month
Skyscraper (160w x 600h) .....	\$250.00 per month
Square (125w x 125h) .....	\$125.00 per month

### Text Ads

Online Text Ad.....	\$10.00 per issue
Online Text Ad.....	\$75.00 per month
Online Text w/ print ad .....	\$2.50 per issue

## SPECIAL ADVERTISING

### Professionals' Business Card Guide

Card Size Ad .....60.00 per week

*1 month commitment (5 times) necessary.*

### Church Page

Small Size.....8.50 per week

Large Size.....15.00 per week

*3 month commitment necessary.*

### Sport Calender

Signature (approx.6x2 space).....15.00 per week

*3 month commitment necessary (runs on Wednesday)*

### Community Calender

Signature (approx.6x2 space).....15.00 per week

*3 month commitment necessary (runs on Sunday)*

## SOCIAL ADVERTISING

Weddings.....40.00 (if after 3 weeks)

Anniversary Invitations.....6.00 col/inch

Birthday Invitations.....6.00 co/inch

Sympathy/Thank You.....5.00 col/inch

## CUSTOM DESIGN

Design Fee..... \$ 45.00 per hour

Business Cards (500) ..... \$ 52.50 plus tax

Brochures (1000 tri-fold) ..... \$637.50 plus tax

*Design, Shipping and printing included*

Post Cards • Inserts • Tabs • Door Hangers • Posters

***Ask us for quotes on these and other items...***