

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

Up to 8 Tab.....	\$70.00 cpm (7¢ each)
Up to 4 Full.....	\$70.00 cpm (7¢ each)
Over 8 Tab	\$80.00 cpm (8¢ each)
Over 4 Full	\$80.00 cpm (8¢ each)

CIRCULATION

	1 YEAR	6 MONTH
Carrier	\$36.25	\$18.55
Senior Carrier.....	\$32.95	\$16.50
Mail (In-County)	\$41.25	\$21.00
Mail (In-State)	\$50.00	\$25.00
Mail (Out-of-State)	\$58.75	\$30.00
Online Subscription.....	\$19.95	
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

WEDNESDAY ONLY ADVERTISING

Professionals' Business Card Page

Text Only	\$ 7.50 per week
Small	\$10.00 per week
Medium (Standard)	\$15.00 per week
Large	\$25.00 per week
Extra Large	\$50.00 per week

Kid's Scoop (KS)

1x1 Sig Ad	\$15.00 per week
Kid Scoop Combo (KS+CP)	\$10.00 per week

1 month commitment (4 times) necessary for special rates on Business Card & Kid Scoop advertising.

SUNDAY ONLY ADVERTISING

Church Page (CP)

1 Year Contract	\$ 7.50 per week
1x1 Sig Ad	\$15.00 per week
Church Page Combo (KS+CP) ..	\$10.00 per week

1 month commitment (4 times) necessary for special rates on Church Page & Kid Scoop advertising.

<u>Agriculture Page</u> (13 weeks)	\$325.00
2x2 (12) and 5x5.25 (1) Ads	
And 250 business cards	\$25.00 per week

SIGNATURE ADVERTISING (SIG)

Event Based Advertising	\$25.00 per issue
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SOCIAL ADVERTISING

Wedding Package	\$100.00 per issue
Birth Announcements	\$ 6.00 col/inch
Anniversary Invitations	\$ 6.00 col/inch
Sympathy/Thank You	\$ 5.00 col/inch

CUSTOM DESIGN/PRINTING

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...

SPECIAL SECTIONS / TABS / SIGS

- 1/8 TAB Ad
- 1/4 TAB Ad
- 1/2 TAB Ad
- Full Page TAB Ad
- Full Page TAB Ad (color)
- Sections / Signature ads are standard pricing
- NOTE: Some specials may contain premium pricing

JANUARY

(TAB) Visitor & Newcomer's Guide
(SIG) Spring Sports Schedule

FEBRUARY

(TAB) Chamber Program
(SEC) Stock Show

MARCH

(SEC) Peanut Section

APRIL

(SEC) Cotton Section
(SIG) Prom - Don't Drink & Drive

MAY

(TAB) Graduation Keepsake
(SIG) Graduation - Don't Drink & Drive

JUNE

(SIG) Cancer Ribbons / Relay for Life
(SEC) Dairy Month

JULY

(SIG) July 4th / Veteran Salute

AUGUST

(TAB) Football Preview
(SIG) Fall Sports Schedule

SEPTEMBER

(TAB) Emergency Personnel Salute

OCTOBER

(SEC) Harvest Festival Section
(TAB) 4-H Salute

NOVEMBER

Thanksgiving

DECEMBER

(SEC) Santa Section