

RATE CARD

The Flatonia Argus

212 South Penn Ave., P.O. Box 468, Flatonia, TX 78941-0468
Phone 361-865-3510 • Email: admanager@theflatoniaargus.com

PUBLISHED WEEKLY ON THURSDAYS

OPEN DISPLAY RATES:

First Time or One-Time-Only Ads (per column inch).....	\$7.00
Repeat Ads (per column inch).....	\$6.00
*Preferred Customer Ads (per column inch).....	\$5.00
Minimum Charge for Open Display Ad.....	\$10.50
Special Position Request (per column inch).....	\$15.00
Color is an additional charge of	\$150.00
Preferred Customer Color is an additional charge of.....	\$100.00

*Customers must request the Preferred Customer Rate and agree in writing to run the **same size** ad with no changes or revisions every week for **3 months** or more. There is no additional special discount for camera-ready ads.

CLASSIFIED RATES:

Legal/Public Notices (per column inch).....	\$7.00
Display Ads (per column inch).....	\$8.00
Minimum Charge for Classified Display Ad.....	\$12.00
Word Ads.....	50¢ Per Word
Minimum Charge (for 25 words or less, per word ad).....	\$12.50

There is no Preferred Customer Rate for Classifieds. There is no special discount for camera-ready ads.

BUSINESS DIRECTORY: Minimum 12-Week Commitment Required (\$120.00)..\$10.00 per week

CHURCH DIRECTORY: Minimum 12-Week Commitment Required (\$60.00).....\$5.00 per week

SIGNATURE ADS: At least six Signature Pages per year (\$90.00 to be in all six) \$15.00 each

INSERT RATES:

Single Sheet.....	12¢ each*
4 or 6 page Tabloid.....	12¢ each*
8 or 10 page Tabloid or 4 page Newspaper size	12¢ each*
12 or 14 page Tabloid or 6 page Newspaper size.....	13¢ each*
16 page Tabloid or 8 page Newspaper size	14¢ each*

*Preferred Customers may subtract 2¢ from each of the above insert rates **ONLY** if the customer agrees in writing to run the minimum order of inserts **every** week for at least 1 year. Minimum order is 935 inserts.

\$100.00 **folding fee will be added to total price if inserts are not folded prior to arrival to fit in our quarterfolded newspaper. **Acceptable dimensions** for all inserts are 11.5 inches (or smaller) by 6.25 inches (or smaller).

ADVERTISING DEADLINES:

Black & White Ads.....	Monday at 10 a.m.
Color Ads (camera ready).....	Monday at 10 a.m.
Color Ads (to be designed by <i>Argus</i> staff)	Thursday one week before run date at 5 p.m.

MECHANICAL REQUIREMENTS:

Column Width=1.833 inches; Depth of Column=21 inches.

Six Columns per Page; Full Page has 126 Column Inches.

2 columns=3.792" wide; 3 columns=5.75"; 4 columns=7.708"; 5 col.=9.667"; 6 col.=11.625".

CIRCULATION:

No. of copies of Single Issue Published Nearest to Filing Date of

USPS Form 3526 Annual Statement of Circulation:

Total Paid Distribution

Total Distribution (Paid, Requested & Free)..... 935

SUBSCRIPTION RATES:

Print & Optional Complimentary Digital \$59.00 Per Year Mailing Address in Fayette County

Print & Optional Complimentary Digital \$64.00 Per Year Elsewhere in Texas

Print & Optional Complimentary Digital \$69.00 Per Year .. Out-of-State but in Continental U.S.A.

PERSONNEL:

Paul A. Prause, Publisher • Melanie M. Berger, Editor and Advertising Manager

MEMBER OF:

National Newspaper Association, Texas Press Association,

South Texas Press Association, Texas Gulf Coast Press Association and Flatonia Chamber of Commerce

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