

# RATE CARD

## The Flatonia Argus

212 South Penn Ave., P.O. Box 468, Flatonia, TX 78941-0468  
Phone 361-865-3510 • Email: [admanager@flatoniaargus.com](mailto:admanager@flatoniaargus.com)

PUBLISHED WEEKLY ON THURSDAYS

EFFECTIVE OCTOBER 1, 2022

### OPEN DISPLAY RATES:

First Time or One-Time-Only Ads (per column inch).....	\$5.50
Repeat Ads (per column inch).....	\$5.00
*Preferred Customer Ads (per column inch).....	\$3.50
Minimum Charge for Open Display Ad.....	\$8.25
Special Position Request (per column inch).....	\$10.00
Color is an additional charge of.....	\$100.00
Preferred Customer Color is an additional charge of.....	\$80.00

\*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:

Display Ads (per column inch).....	\$6.00
Minimum Charge for Classified Display Ad.....	\$9.00
Word Ads.....	35¢ Per Word
Minimum Charge (for 25 words or less, per word ad).....	\$8.75

Legal Notice same rate as Classified. There is no Preferred Customer Rate for Classifieds.  
There is no special discount for camera-ready ads.

**BUSINESS DIRECTORY:** Minimum 12-Week Commitment Required (\$90.00) .....\$7.50 per week

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

**SIGNATURE ADS:** At least six Signature Pages per year (\$60.00 to be in all six) ..... \$10.00 each

### INSERT RATES:

Single Sheet.....	10¢ each*
4 or 6 page Tabloid.....	10¢ each*
8 or 10 page Tabloid or 4 page Newspaper size.....	10¢ each*
12 or 14 page Tabloid or 6 page Newspaper size.....	11¢ each*
16 page Tabloid or 8 page Newspaper size.....	12¢ 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.

**\*\*\$50.00 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 DEADLINE:

Black & White.....	Monday at 10 a.m.
Color.....	Thursday one week before run date at noon

### 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..... 920

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

### SUBSCRIPTION RATES:

\$39.00 Per Year..... Mailing Address Fayette County

\$44.00 Per Year..... Elsewhere in Texas

\$49.00 Per Year..... Out-of-State

### PERSONNEL:

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

### MEMBER OF:

Flatonia Chamber of Commerce, Texas Press Assn., South Texas Press Assn., Texas Gulf Coast Press Assn.

**Established 1877 ~ Fayette County's Oldest Newspaper Still In Circulation • [www.flatoniaargus.com](http://www.flatoniaargus.com)**