

R A T E C A R D

The Flatonia Argus

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

PUBLISHED WEEKLY ON THURSDAYS

EFFECTIVE JAN. 1, 2018

OPEN DISPLAY RATES:

First Time or One-Time-Only Ads (per column inch).....	\$4.20
Repeat Ads (per column inch).....	\$3.90
*Preferred Customer Ads (per column inch).....	\$3.50
Minimum Charge for Open Display Ad.....	\$6.15
Special Position Request (per column inch).....	\$5.00
Color (in addition to regular advertising rate).....	\$100.00
Preferred Customer Color (in addition to regular advertising rate).....	\$80.00

*Customers must request the Preferred Customer Rate and agree to run the **same size** camera ready ad at least every other week for **3 months** or more. Otherwise, there is no special discount for camera-ready ads.

CLASSIFIED RATES:

Display Ads (per column inch).....	\$4.50
Minimum Charge for Classified Display Ad.....	\$6.75
Word Ads.....	25¢ Per Word
Minimum Charge (for 25 words or less, per word ad).....	\$6.25

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: Usually 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 930 inserts.

* **\$50.00 folding fee** will be added to price if inserts are not folded upon 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 914

Total Distribution (Paid, Requested & Free)..... 930

SUBSCRIPTION RATES:

\$36.00 Per Year Mailing Address Fayette County

\$38.00 Per Year Elsewhere in Texas

\$40.00 Per Year Out-of-State

PERSONNEL:

Paul A. Prause, Publisher, Editor & Advertising Manager

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