

# RATE CARD

## The Flatonia Argus

212 South Penn Ave., P.O. Box 468, Flatonia, TX 78941-0468  
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PUBLISHED WEEKLY ON THURSDAYS

EFFECTIVE OCT. 1, 2017

### 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.

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