

Advertise with us October 2023

WEST TEXAS OWNED • LOCALLY FOCUSED Since 1896 • published Thursday mornings

Display advertising/public notice floyd@wtx.news

Open/Local rate per column inch.....	\$6.00
National rate (commissionable) per column inch	\$8.00
2".....	\$ 12.00
3".....	18.00
4".....	24.00
5".....	30.00
6".....	36.00
7".....	42.00
8".....	48.00
9".....	54.00
10".....	60.00
11".....	66.00
12".....	72.00
13".....	78.00
14".....	\$ 84.00
15" (1/8 pg.).....	90.00
16".....	96.00
17".....	102.00
18".....	108.00
19".....	114.00
20".....	120.00
21".....	126.00
22".....	132.00
23".....	138.00
24".....	144.00
25".....	150.00
26".....	\$ 156.00
27".....	162.00
28".....	168.00
29".....	174.00
30".....	180.00
31.5" (1/4 pg.) ...	189.00
32".....	192.00
36".....	216.00
40".....	240.00
48".....	288.00
63" (1/2 pg.).....	378.00
126" (full pg.)..	756.00

Color, where available. additional \$50.00
 Legal notices in display format \$6.00 per column inch

Business directory Monthly display ad (on monthly contract) \$50

Church directory Monthly display ad (on monthly contract) \$40

Copy or design change (one-time charge)..... \$10

Preprinted inserts Inquire about available printing services

1-page.....	\$150	10-page.....	\$275
4-page.....	\$200	12-page.....	\$300
6-page.....	\$225	16-page.....	\$325
8-page.....	\$250	Folding, if required.....	\$25

Classified advertising / Legal notices (non-display) / Obituaries

For Sale, Help Wanted, Wanted to Buy, Public Notices, and more, up to 3 lines/25 words..... \$15; 25¢ per addtl. word

Logo or photo (submitted digitally or for scanning).....\$5

Social Notices / Family events / Notes of thanks

Births, Engagements, Thanks, Congratulations, Community, etc.

2 col. x 3 in. text display..... \$30

Photo (submitted digitally or for scanning)\$5

Special focus sections

Livestock • Valentine's • Graduation • Reunion • Old Settlers' • Football • Christmas & Holidays Reserve your ad space; call for rates

ADVERTISING DEADLINE Monday, NOON

CONTACT US (806) 271-3381 • fchb.editor@yahoo.com

www.HesperianBeaconOnline.com • **business@wtx.news**

Paragraph Ranch LLC news • P. O. Box 430, Spur, TX 79370-0430

Inquire about 5-newspaper network buys covering a 10-county market area east of Lubbock • 10% or greater discounts

Quarter page vertical ad
 (3 col x 10.5 in = 31.5 ad in)
Dimensions:
 4.875" wide x 10.5" tall

**COMMON
 NEWSPAPER
 AD SIZES**

for an 11" wide x 22.75" tall
 newsprint page

FULL PG AD 10" wide x 21" tall

1 col
x 3 in
= 3 in

2x2 Business Card
 3.25" wide x 2" tall

Small horizontal ad
 (2 col x 3 in = 6 ad in)
 3.25" wide x 3" tall


Eighth page horizontal ad
 (3 col x 5 in = 15 ad in)
Dimensions:
 4.875" wide x 5" tall

Half page horizontal ad (6 col x 10.5 in = 63 ad in)
Dimensions: 10" wide x 10.5" tall

Half page vertical ad
 (3 col x 21 in = 63 ad in)
Dimensions: 4.875" wide x
 10.5" tall, \$179.55

Small vertical ad
 (2 col x 5 in = 10 ad in)
 3.25" wide x 5" tall, \$57

Strip ad (6 col x 2 in = 12 ad in)
Dimensions: 10" wide x 2" tall



Subscribe

rates as of November 2024

Weekly print edition billed annually

Floyd County delivery addresses..... \$55

Elsewhere in Texas & out of state \$65

Combo rate, print and online SPECIAL \$60/yr.
through December 31; email address required

Single-copy on newsstand racks..... \$1.00

Weekly online edition

Monthly, prepaid via credit card..... \$5/month

Annually, prepaid via credit card \$39/year

Archived back issue..... \$1.50/each (free to online subscribers)

November 1, 2024

Advertising and subscription prices subject to change without notice