RATE CARD

The Schulenburg Sticker

405 North Main St., P. O. Box 160, Schulenburg, TX 78956
Phone: 979-743-3450 • Fax: 979-743-4609
e-mail addresses: news@schulenburgsticker.com (news items)
ads@schulenburgsticker.com (advertising)
WWW.SCHULENBURGSTICKER.COM

PUBLISHED WEEKLY ON THURSDAYS EXCEPT CHRISTMAS

EFFECTIVE JANUARY 1, 2026

PRINT ADVERTISING

LOCAL OPEN DISPLAY RATES:

One Time Only Ads (Per Column Inch) $6.00
Repeat Ads (Per Column Inch) $5.50
Preferred Customer Ads (Per Column Inch) $5.00
Spot Color Ad & Full Color (price in addition to cost of ad) $120.00
(SUBJECT TO FIRST-COME, FIRST-SERVE BASIS)
Obituary Photos: $12 – Engagements: $25 – Weddings: $50

CLASSIFIED RATES:

Display Ads (Per Column Inch) $6.50
Minimum Charge (Display Ad) $9.75
Continuous Display Ads (Per Column Inch) $5.50
Word Ads - Minimum Charge (up to 20 words) (Includes Online Listing) $9.00
Word ads - over 20 words ..... 45¢ Per Word
Legal Notice Same Rate As Classified

INSERT RATES:

Single 5.5 inch x 8.5 inch Sheet ..... 3¢ each
Single 8.5 inch x 11 inch Sheet ..... 5¢ each
4 page Tabloid ..... 10¢ each
8 page Tabloid or 4 page Newspaper size ..... 14¢ each
12 page Tabloid or 6 page Newspaper size ..... 18¢ each
16 page Tabloid or 8 page Newspaper size ..... 22¢ each
FOLDING FEE for inserts larger than 11.5” x 6” (the Sticker is quarterfolded) $50.00
Discount for consecutive insertions ..... 1¢ each

ONLINE ADVERTISING

Sidebar Ad (250 px. x 250 px., random display) ..... $10.00 per week
Top of Page Banner Ad (965 px. x 100 px., random display) ..... $15.00 per week

ADVERTISING DEADLINE: ..... Friday at 5:00 p.m.

MECHANICAL REQUIREMENTS:

Column Width, 1 13/16 Inches; Depth of Column, 21 Inches.
Six Columns per Page; Full Page has 126 Column Inches.

CIRCULATION:

Annual Publisher’s Statement - 1,800 Total Distribution

SUBSCRIPTION RATES:

$44.00 Per Year ..... Fayette, Colorado or Lavaca County
$48.00 Per Year ..... Elsewhere in Texas
$52.00 Per Year ..... Out-of-State
Online Edition ..... $42.00 Online Only; Additional $8.00 for Print Subscribers

PERSONNEL:

Publishers - Darrell Vyvjala, Managing Editor, & Diane Prause, Editor
Abagail Mojica, Advertising Manager

MEMBER OF:

National Newspaper Assn., Texas Press Assn.
South Texas Press Assn., Gulf Coast Press Assn.

Column Widths

Columns	Widths in inches
1	1.833 or ... 1 13/16″
2	3.792 or ... 3 13/16″
3	5.75 or ..... 5 3/4″
4	7.708 or ... 7 11/16″
5	9.667 or ... 9 11/16″
6	11.625 or ..... 11 5/8″

ESTABLISHED 1894