

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, 2018

PRINT ADVERTISING

NATIONAL DISPLAY RATES:

Per Column Inch..... \$6.00 - Agency Commission 15%

LOCAL OPEN DISPLAY RATES:

One Time Only Ads (Per Column Inch) \$4.20

Repeat Ads (Per Column Inch)..... \$3.90

Preferred Customer Ads (Per Column Inch)..... \$3.60

Spot Color Ad & Full Color (price in addition to cost of ad) \$80.00

(SUBJECT TO FIRST-COME, FIRST-SERVE BASIS)

CLASSIFIED RATES:

Display Ads (Per Column Inch) \$4.50

Minimum Charge (Display Ad)..... \$6.75

Word Ads - Minimum Charge (up to 20 words) (Includes Online Listing) \$6.00

Word ads - over 20 words 25¢ 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) \$12.50 per week

Real Estate Page (full listing) 25% of cost in print edition (print advertisers only)

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, 2145 Total Distribution

SUBSCRIPTION RATES:

\$34.00 Per Year..... Fayette, Colorado or Lavaca County

\$39.00 Per Year..... Elsewhere in Texas

\$44.00 Per Year..... Out-of-State

Online Edition \$32.00 Online Only; Additional \$5.00 for Print Subscribers

PERSONNEL:

Maxine Vyvjala, Publisher

Darrell Vyvjala, Managing Editor, & Diane Prause, Editor

Carla Ricicar, Advertising Manager

MEMBER OF:

National Newspaper Assn., Texas Press Assn.

South Texas Press Assn., Gulf Coast Press Assn.

ESTABLISHED 1894

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"