

# The Times Tribune

An Award Winning Newspaper Serving Waller County & Surrounding Areas

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## Retail Advertising Rates – Effective July 1, 2014

Retail ad prices are based on **both** the number of column inches in the ad and frequency.

### Retail Cost per Column Inch

Column Inches:	2 to 62	63 to 116	117
Rate per Col. Inch	\$5.75	\$5.50	\$5.25

### Retail Frequency Discounts

4 Consecutive Issues	10% Off
12 Consecutive Issues	15% Off

### Popular Sizes

Ad Description	No. Col.	Inches		Col Inches	Rate	Each	10%Off Each	15%Off Each
		Width*	Height					
Full Page	6	10.0000	19.50	117.00	\$5.25	\$ 614.25	\$ 526.50	\$ 497.25
1/2 Page Horizontal	6	10.0000	10.50	63.00	\$5.50	\$ 346.50	\$ 297.68	\$ 281.14
1/3 Page Horizontal	3	4.9375	14.00	42.00	\$5.50	\$ 231.00	\$ 198.45	\$ 87.43
1/3 Page Vertical	2	3.2500	21.00	42.00	\$5.50	\$ 231.00	\$ 198.45	\$ 187.43
1/4 Page Horizontal	6	10.0000	5.25	31.50	\$5.75	\$ 181.13	\$ 155.93	\$ 147.26
1/4 Page Vertical	3	4.9375	10.50	31.50	\$5.75	\$ 181.13	\$ 155.93	\$ 147.26
1/6 Page Horizontal	3	4.9375	7.00	21.00	\$5.75	\$ 120.75	\$ 103.95	\$ 98.18
1/6 Page Vertical	2	3.2500	10.50	21.00	\$5.75	\$ 120.75	\$ 103.95	\$ 98.18
1/8 Page Horizontal	3	4.9375	5.25	15.75	\$5.75	\$ 90.56	\$ 77.97	\$ 73.64
1/8 Page Vertical	2	3.2500	8.00	16.00	\$5.75	\$ 92.00	\$ 79.20	\$ 74.80
1/16 Page Horizontal	2	3.2500	4.00	8.00	\$5.75	\$ 43.00	\$ 39.60	\$ 37.40
1/16 Page Vertical	1	1.5625	8.00	8.00	\$5.75	\$ 46.00	\$ 39.60	\$ 39.10
Business Card Plus	2	3.2500	2.50	5.00	\$5.75	\$ 28.75	\$ 25.87	\$ 25.44
Business Card Horizontal	2	3.2500	2.00	4.00	\$5.75	\$ 23.00	\$ 20.70	\$ 19.55
Business Card Vertical	1	1.5625	3.50	3.50	\$5.75	\$ 20.13	\$ 18.12	\$ 17.11
Church Page Sponsor	2	3.2500	1.25	2.50	6.00	\$6.00	Must Commit to 12 Weeks	

\*Fractions are to the closest 4th inch or 16th inch. Exact column measurements in Decimal are:

1 Col. = 1.5625" 2 Col. = 3.2500" 3 Col. = 4.9375" 4 Col. = 6.6250" 5 Col. = 8.3125" 6 Col. = 10.000"

### Front Page Advertising Inquire

### Classified Advertising

Classified Display Ad  
\$5.75 per column inch

Classified Word (Inline) Ad

35¢ per word  
\$7.00 minimum per ad  
No discount on classified ads

### Other Advertising Rates and Information

Advertorial Articles

35¢ per word  
Small photo: Add \$15

### Color

- Add \$100 - inside page
  - Add \$100 - back page
- Space for color is limited and cannot be guaranteed. Reserve color space early

### Inserts: Inquire

Advertising Deadline

Noon Friday with a proof  
Noon Monday without at proof

Publication Schedule

Thursdays

Separate Pricing on Special Tabloids  
Back to School, FFA, Graduation

MasterCard, Visa, American Express Accepted