

# Advertise with us October 2023

WEST TEXAS OWNED • LOCALLY FOCUSED Since 1896 • published Friday mornings • Post and Garza County, Texas

## Display advertising/public notice post@wtx.news

Open/Local rate per column inch.....	\$6.00	
National rate (commissionable) per column inch .....	\$8.00	
2".....	\$ 12.00	14"..... \$ 84.00
3".....	18.00	15" (1/8 pg.)..... 90.00
4".....	24.00	16"..... 96.00
5".....	30.00	17"..... 102.00
6".....	36.00	18"..... 108.00
7".....	42.00	19"..... 114.00
8".....	48.00	20"..... 120.00
9".....	54.00	21"..... 126.00
10".....	60.00	22"..... 132.00
11".....	66.00	23"..... 138.00
12".....	72.00	24"..... 144.00
13".....	78.00	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 8-page.....\$250  
 about available printing services 10-page.....\$275  
 1-page..... \$150 12-page.....\$300  
 4-page..... \$200 16-page..... \$325  
 6-page..... \$225 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 • Football • Christmas & Holidays Reserve your ad space; call for rates

**ADVERTISING DEADLINE Monday, NOON**

**CONTACT US (806) 990-POST (7678) • post@wtx.news**  
 www.ThePostDispatchOnline.com  
 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 wide

1 1/2" wide

**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 2023

**Weekly print edition billed annually**  
 Garza County delivery addresses ..... \$55  
 Elsewhere in Texas & out of state ..... \$65  
 Combo rate, print and online ..... SPECIAL \$70/yr.  
through Dec. 31, 2024; 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 ..... \$49/year  
 Archived back issue..... \$2/each (free to online subscribers)

November 1, 2024  
 Advertising and subscription prices subject to change without notice