

Advertising Rate Sheet - Effective February 1, 2018

Published every Wednesday and Sunday, the *Lamesa Press-Reporter* is an award-winning community newspaper focusing on Lamesa and the surrounding area, including Ackerly, O'Donnell, Gail and Welch.

Key contacts

Publisher - Russel Skiles, publisher@pressreporter.com
Editor - Herrel Hallmark, editor@pressreporter.com
Advertising - Katherine Rendon, adsales@pressreporter.com
Classifieds - Priscilla Arevalo, classifieds@pressreporter.com
Circulation - Priscilla Arevalo, circulation@pressreporter.com
Accounting - Heather Allen, accounting@pressreporter.com

Website

www.pressreporter.com

Circulation

2,017 - Reported on September 2018 Postal Statement

Newspaper dimensions

Printable area of each page: 10.67 in. wide and 21 in. tall
 Page width is divided into 6 columns
 Width between columns is .13 inches

Column widths

1 column - 1.67 inches
 2 columns - 3.47 inches
 3 columns - 5.27 inches
 4 columns - 7.07 inches
 5 columns - 8.87 inches
 6 columns - 10.67 inches

General advertising policies

The Lamesa Press-Reporter reserves the right to reject any advertisement. Payment in advance required from all firms and individuals whose credit has not been previously established. All political advertising is at regular rates and must be paid in advance.

Cash, checks or credit/debit cards accepted.

Membership

The *Lamesa Press-Reporter* is a member of
 West Texas Press Association
 Texas Press Association
 National Newspaper Association

The *Lamesa Press-Reporter* is represented by Texas Press Service, 305 S. Congress Ave., Austin, TX 78704; 512-477-6759

Advertising Deadlines

12 noon Tuesday for Wednesday edition
12 noon Friday for Weekend edition

When a proof of the ad is required, deadlines are 5 p.m. Monday for the Wednesday edition and 5 p.m. Thursday for the weekend edition

Display advertising rates

Open Rate (per column inch) \$7.00
 Ad agency discount 15%

Discounted rates for local advertisers (per column inch)
 Up to 60 column inches per month \$5.20
 61 - 125 column inches per month \$4.95
 126 or more column inches per month \$4.70

— Sample local rates for common sizes —

Full page \$592.20
 Half page \$311.85
 Quarter page \$163.80
 Eighth page (3 columns x 5.25 in.) \$81.90
 2 columns x 4 in. \$41.60

Special Rates (per column inch)

Local churches, civic groups, non-profits \$4.35
 Local standing ads \$4.55
 (must run every issue for full month; rate per column inch per run)
 Front page "skybox" (per run) \$175.00
 (must also buy at least 1/4 page inside paper at regular rate)
 Front page bottom banner (per run) \$175.00
 (\$150 per issue with one-month commitment)

Classified advertising rates

Word ads

Minimum per run (15 words) \$5.25
 Each additional word, per run \$3.35
 Public notices and legals (per word, per run) \$3.30

Classified Display ads

Classified box ad (per column inch) \$5.20
 Classified standing box ad (per column inch) \$4.55
 (must run at least 8 straight issues; rate is per column inch per run)

Color rates

Black plus 1 process color \$60.00
 Full process color \$180.00

Multi-newspaper advertising

4x4 Plan

4 Newspapers - 4 Counties - \$4 per inch per newspaper
(10,345 combined circulation)

Lamesa Press-Reporter (Dawson County)
Andrews County News (Andrews County)
Brownfield News (Terry County)
Seminole Sentinel (Gaines County)

Place an ad of any size with one of the participating papers to be printed in ALL FOUR papers. Receive one bill for the placement at a total rate of \$16.00 per column inch.

Classified Patch Ads

Patch Ads run in *Lamesa Press-Reporter*, *Andrews County News*, *Brownfield News* & *Seminole Sentinel*

Minimum per run (20 words)\$10.00
Each additional word, per run \$.38

Preprint insert rates

Rates are per 1000 inserts

Up to 12 tab pages/6 full pages \$65.00
16 tab pages/8 full pages \$70.00
20 tab pages/10 full pages \$75.00
24 tab pages/20 full pages \$80.00

Minimum 2,200 copies required. Three-day advance delivery required. Contract rates available for 24 or more insertions per year. No agency discounts.

Website advertising rates

www.pressreporter.com

	Weekly	Monthly	Yearly
Top banner	\$35	\$85	\$750
Bottom banner	\$25	\$60	\$550
Right display	\$25	\$60	\$550

All positions are rotating and are subject to availability

Subscription rates

Single Copies \$1.00

Single copies of the print edition of the *Lamesa Press-Reporter* may be purchased at the newspaper office or at supermarkets and most convenience stores in Lamesa.

Print Edition	1 year	6 months
In Dawson County	\$44.00	\$33.00
Out of County	\$54.00	\$39.00
Out of State	\$60.00	\$43.00

Residents inside Lamesa have the option of delivery by carrier or by mail. All other print subscriptions are delivered by mail.

Electronic Edition	1 year	6 months
With active print subscription	\$5.00
E-Edition only	\$25.00	\$15.00

Routine special/sponsorship rates

Agriculture Page (per run)\$33.00
Ag page requires 10-week commitment. Limited availability

Business Card (per run) \$16.00
Business Card grouping runs every Wednesday

Church page (per run) \$15.00
Church pages runs 4-5 times per month

Kid Scoop (per run) \$20.00
Kid Scoop runs every Wednesday

Lamesa Athletic Booster Page (per run) \$20.00
Booster page runs each Wednesday during school year

Monthly Business Directory (per run) \$15.00
Business directory runs the last Sunday of every month and is on the *Lamesa Press-Reporter* website

Student of the Month (per run) \$25.00
Student of the Month runs during school year, September - May

Annual advertising opportunities

January

February

Business Professionals of America page
Boy Scouts page
Family, Career and Community Leaders of America page
FFA page

March

Community Guide section (published on odd-number years)

April

Easter Coloring Book section

May

Lamesa High School graduation section
Area high schools graduation section

June

Wedding section

July

August

Back-to-school section
High school football section

September

Fiesta page

October

Fire Prevention section
Dawson County Agriculture section
Pumpkin Patch Kids page

November

Veterans section
Holiday recipe section
Holiday open house page

December

Christmas Song Book section
Christmas Story Book section
Christmas greeter edition (featuring letters to Santa)
Baby's First Christmas page