

## Advertising Rate Sheet - Effective January 1, 2022

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](mailto:publisher@pressreporter.com)  
**Editor** - Russel Skiles, [editor@pressreporter.com](mailto:editor@pressreporter.com)  
**Advertising** - Becky Gonzales, [adsales@pressreporter.com](mailto:adsales@pressreporter.com)  
**Classifieds** - Sandy Flores, [classifieds@pressreporter.com](mailto:classifieds@pressreporter.com)  
**Circulation** - Sandy Flores, [circulation@pressreporter.com](mailto:circulation@pressreporter.com)  
**Accounting** - Heather Allen, [accounting@pressreporter.com](mailto:accounting@pressreporter.com)

### Website

[www.pressreporter.com](http://www.pressreporter.com)

### Circulation

1,922 - Reported on September 2021 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, 8800 Business Park Dr., Suite 100, Austin, TX 78759; 512-477-6759; [www.texaspress.com](http://www.texaspress.com)

### 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) ..... \$7.20  
 Ad agency discount ..... 15%

**Discounted rates for local advertisers** (per column inch)  
 Up to 60 column inches per month ..... \$5.75  
 61 - 125 column inches per month ..... \$5.50  
 126 or more column inches per month ..... \$5.25

#### — Sample local rates for common sizes —

Full page ..... \$661.50  
 Half page ..... \$346.50  
 Quarter page ..... \$181.12  
 Eighth page (3 columns x 5.25 in.) ..... \$90.56  
 2 columns x 4 in. .... \$46.00

### Special Rates (per column inch)

Local churches, civic groups, non-profits ..... \$4.75  
 Local standing ads ..... \$5.00  
 (must run every issue for full month; rate per column inch per run)  
 Front page 1.5"x1.5" "skybox" (per run) ..... \$175.00  
 (must also buy at least 1/4 page inside same paper at regular rate)  
 Front page bottom banner, 6 col. x 1.25 in (per run) \$250.00  
 (\$225 per issue with one-month commitment)

### Classified advertising rates

#### Word ads

Minimum per run (15 words) ..... \$5.55  
 Each additional word, per run ..... \$.37  
 Public notices and legals (per word, per run) ..... \$.32

#### Classified Display ads

Classified box ad (per column inch) ..... \$5.75  
 Classified standing box ad (per column inch) ..... \$5.00  
 (must run at least 8 straight issues; rate is per column inch per run)

### Color rates

Black plus 1 process color ..... \$50.00  
 Full process color ..... \$150.00

## Multi-newspaper advertising

### 4x4 Plan

4 Newspapers - 4 Counties - \$4 per inch *per newspaper*  
(Approximately 5,400 combined circulation)

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

Place an ad with one of the participating papers to be printed in ALL FOUR newspapers or a combination of two or three of those publications. You make one contact, you get a discounted rate, you get one bill.

Total advertising rate

All 4 participating newspapers - \$16 per column inch

Any 3 participating newspapers - \$14 per column inch

Any 2 participating newspapers - \$10 per column inch

## Preprint insert rates

Flat rate for insertion in all copies delivered within about 60 miles

Up to 12 tab pages/6 full pages ..... \$110.00

16 tab pages/8 full pages ..... \$115.00

20 tab pages/10 full pages ..... \$120.00

24 tab pages/20 full pages ..... \$125.00

Minimum 1,500 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](http://www.pressreporter.com)

	Monthly	Yearly
Top banner .....	\$85-\$95	11 times monthly rate
Middle banner .....	\$70-\$75	11 times monthly rate
Bottom banner .....	\$60-\$65	11 times monthly rate
Right display .....	\$70	11 times monthly rate

Rates for banner ads depend on size and position in designated area. To qualify for yearly rate, space must be reserved in advance and paid for on either annual or semi-annual basis.

## 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 .....	\$56.00	\$41.00
Out of County .....	\$64.00	\$45.00
Out of State .....	\$74.00	\$49.00

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 .....	\$8.00	
E-Edition only .....	\$40.00	\$25.00

## Routine special/sponsorship rates

**Agriculture Page** (per run) .....\$37.00  
Ag page requires 10-week commitment. Limited availability

**Business Card** (per run) ..... \$18.00  
Business Card grouping runs every Wednesday

**Church page** (per run) ..... \$16.00  
Church pages runs 4-5 times per month

**Kid Scoop** (per run) ..... \$20.00  
Kid Scoop runs every Sunday

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

**Monthly Business Directory** (per run) ..... \$16.00  
Business directory runs the last Sunday of every month

**Student of the Week** (per run) ..... \$25.00-\$50.00  
(\$20.00-\$40.00 per issue for full-month commitment)  
Student of the Week runs during school year, September - May

## Annual advertising opportunities

### January

### February

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

### March

Community Guide section published on odd-number years  
Neighborhood Business section published on even years

### April

Wedding section  
Easter Coloring Book / Story Book section  
Chicken Fried Steak Festival section

### May

Lamesa High School graduation section  
Area high schools graduation section

### June

### July

First responders appreciation section

### August

Back-to-school section  
High school football section  
Football contest (runs each Sunday for 11 weeks)

### September

Fiesta page

### October

Fire Prevention section  
4-H Week page  
Dawson County Agriculture section  
Breast Cancer Awareness page

### November

Veterans section  
Holiday recipe section

### December

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