

The Ozona Stockman

OUT IN THE WEST, WHERE THE AIR IS PURE, THE CLIMATE AGREEABLE AND THE PEOPLE FRIENDLY—THE BEST PLACE ON EARTH TO CALL HOME

2019 RATE CARD

The Stockman is a Periodicals Class general interest newspaper published each Wednesday covering Crockett County and adjacent counties.

CIRCULATION: 2,200 print and online; 1,200 print. Distribution is primarily in the 76943 ZIP Code.

MECHANICS: Pages are 6 columns wide by 21" deep. 1 column - 1.875 inches wide; 2 columns - 4 inches wide; 3 columns - 6.125 inches wide; 4 columns - 8.25 inches wide; 5 columns - 10.375 inches wide; 6 columns - 12.5 inches wide.

TERMS: Advertising will be charged to customers with established credit only. Corrections will be printed when an error is made through no fault of the advertiser. The Ozona Stockman reserves the right to reject at its option any advertisement which it deems objectionable, either in subject or phraseology, or which it may deem detrimental to its business or to any other business. The advertiser assumes the liability for the content of all advertisements that are authorized for publication, and any claims that arise therefrom that may be made against the publisher. **Cash, Check, Visa, MasterCard or Discover accepted.**

DEADLINE: MONDAY AT NOON

DISPLAY ADVERTISING

OPEN AD RATE - \$5.50 per column inch, **10% Discount for 4 or more consecutive weeks**

Commissionable Ad Rate - \$7.50 per column inch net

LARGE ADS - 1/4 Page 1/2 Page Full Page **10% Discount**

POPULAR AD SIZES

BUSINESS CARD: \$22
(2 columns x 2 inches = 4" wide x 2" tall)

2X5 SIZE: \$55
(2 columns x 5 inches = 4" wide x 5" tall)

ONE-EIGHTH PAGE: \$82.5
(3 columns x 5 inches = 6.125" wide x 5" tall)

QUARTER PAGE: \$155.92 (Includes 10% Discount)
(3 columns x 10.5 inches = 6.125" wide x 10.5" tall)

HALF PAGE: \$311.85 (Includes 10% Discount)
(6 columns x 10.5 inches = 12.5" wide x 10.5" tall)

FULL PAGE: \$623.7 (Includes 10% Discount)
(6 columns x 21 inches = 12.5" wide x 21" tall)

CLASSIFIED ADVERTISING

(Includes **FREE** posting in online edition)

**\$6 minimum per ad for first 25 words,
50 cents per word thereafter**

SPECIAL RATES

LOCAL NON-PROFIT RATE - \$5.50 per column inch

CHURCH AD - \$7 per week

SPORTS PAGE - \$8.50 per week

BUSINESS & PROFESSIONAL GUIDE - \$5.75 per week

POLITICAL ADS - \$5.50 per column inch

POLITICAL ANNOUNCEMENTS

\$60 School Board; \$70 County Officials;

\$80 State Officials and \$100 Federal Officials

INSERTS

SINGLE SHEET FLYER - 8 1/2" x 11"

\$105, 800 copies (OZONA ONLY);

\$160, 1,000 copies (Full Circulation)

4-PAGE TAB - \$230, 800 copies (OZONA ONLY);

\$325, 1,000 copies (FULL CIRCULATION)

PUBLIC/LEGAL NOTICES

(Includes **FREE** posting in online edition.)

**50 cents per word
\$5.50 for display notices**

ANNOUNCEMENTS

OBITUARIES:

Death Notices - No Charge

Obituary with or without photo

- \$7.50 per column inch

Must be paid in advance or billed to funeral home.

ENGAGEMENTS: \$30

WEDDING:

Standard Announcement (use form) \$40.

Expanded Announcement

\$5.50 per column inch.

BIRTH: \$20

CARD OF THANKS: \$15

The Stockman is not responsible for pictures left at our office more than 10 days after publication.

The Ozona Stockman.com
OUT IN THE WEST, WHERE THE AIR IS PURE, THE CLIMATE AGREEABLE AND THE PEOPLE FRIENDLY—THE BEST PLACE ON EARTH TO CALL HOME

200+ VISITORS EACH DAY!

Introductory Special

**2x3 ad in the paper for 4 weeks
with 300x250 pixels web ad
\$149**

Step-up Special

**3x5 ad in the paper for 4 weeks
with 728x90 pixels banner ad
\$349**

Half page Special

**Half page for a month with
728x90 pixels banner ad
\$999**

Splash Page App Ad

\$200 per month

Statewide Display & Classified Ads

Run your ad in

250+ newspapers reaching
more than 2 million readers!

Call for details!

Contacts

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A \$2 charge will be assessed for all tearsheets.* We offer digital tearsheets at no charge.

***TEARSHEET CHARGES DO NOT APPLY TO PUBLIC/LEGAL NOTICES**