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.

TERM: 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 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)

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.

PUBLIC/LEGAL NOTICES

(Includes FREE posting in online edition.)
50 cents per word
$5.50 for display notices

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!