



## Published Tuesday and Friday

except Memorial Day, July 4, Labor Day, Thanksgiving Day & December 25 - January 1

Ads may be electronically submitted to [texanads@xit.net](mailto:texanads@xit.net)

### Display Ad Rates (per column inch)

#### Local (In-Town)

|            |      |
|------------|------|
| Rate       | 6.10 |
| Color Rate | 7.25 |

#### Dimensions

Minimum Ad Size: 4 Column Inches

¼ Page      3X10.5  
(5.75"X10.5")

½ Page      3X21  
(5.75"X21")  
6X10.5  
(11.625"X10.5")

Full Page    6X21  
(11.625"X21")

### *Deadlines*

All advertising, including display ads, classified ads, insertion orders, and electronically transmitted ads are required to be submitted on Tuesday for the Friday edition and Friday for the Tuesday edition in advance by noon.

### *Shipping*

Insertions must be boxed, palletted, and wrapped for protection against the elements. Orders not arriving during business hours must have instructions to be left on sidewalk beside FRONT door. INSERTION ORDER DATE MUST BE INCLUDED WITH THE SHIPMENT. FedEx / UPS Shipping Address: 410 Denrock Avenue, Dalhart, TX 79022

### *Terms*

All advertising must be paid in advance. If no credit terms have been established prior to ad submission, ad will not run. All ad submissions MUST be forwarded Prior to deadlines. NO ads will be placed from fax copy.

### *Insertion Rates*

Prices NET - NO Agency Discounts

|             |          |
|-------------|----------|
| 1 page Flat | \$262.00 |
| 4 page Tab  | \$282.15 |
| 8 page Tab  | \$302.30 |
| 12 page Tab | \$322.45 |
| 16 page Tab | \$342.60 |
| 20 page Tab | \$362.75 |
| 24 page Tab | \$382.90 |

Add \$20.15 for every additional 4 pages.

2300 Minimum

Demographics: Pop 8,000

Circulation: 2300

Format: 6 column x 21"

Columns: 1.81" wide

**Policy:** The Dalhart Texan reserves the right to reject, edit, revise, classify, and place all advertising submitted for publication, as well as, reserving the right to cancel any advertising at any time.