



## 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)

National (Out-of-Town)	
Rate	7.30
Color Rate	8.40

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 Friday for the Tuesday edition and Tuesday for the Friday 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.