

# Dalhart **TEXAN**



410 Denrock Avenue, Dalhart, TX 79022

806-244-4511 • 806-244-2395 fax • advertising@thedalharttexan.com

## Display Advertising

Local.....\$6.10 per column inch	1 column.....1.8
National.....\$7.20 per column inch	2 columns.....3.75
Color.....\$50/flat rate	3 columns.....5.72
	4 columns.....7.7
1/8 page.....\$91.50	5 columns.....9.6
1/4 page.....\$192.15	6 columns.....11.5
1/2 page.....\$384.30	
Full page.....\$768.60	Height.....21 inches

## Classified Line Ads

**Minimum Charge \$7**

1 day.....70 cents per word	7 days.....\$1 per word
2 days.....75 cents per word	8 days.....\$1.05 per word
3 days.....80 cents per word	
4 days.....85 cents per word	Bold Type.....25% extra
5 days.....90 cents per word	Borders.....25% extra
6 days.....95 cents per word	Reverse.....25% extra

## Insertion Rates

**Prices Net - No Agency Discounts**

1 page flat.....\$262	16 page tab.....\$342.60
4 page tab.....\$282.15	20 page tab.....\$362.75
8 page tab.....\$302.30	24 page tab.....\$382.90
12 page tab.....\$322.45	

Add an additional \$20.15 for every additional four pages.

## Online Advertising

Top Banner, 468X60 pixels, \$200/month	Left Rail, 160X200, \$95/month Home Page, \$75/month Lower Page
Bottom Banner, 728X90, \$180/Month	Right Rail, 200X200, \$120/month Home Page, \$100/month Lower Page
Home Page, \$180/month Lower Page	

## Terms

All advertising must be paid in advance, unless terms have been set prior to publication. The Dalhart Texan reserves the right to reject, edit, revise, classify and place all advertising submitted for publication, as well as reserves the right to cancel any advertising at any time.

**Effective April 1, 2015**

## Deadlines

Tuesday's Edition.....Friday at Noon  
Friday's Edition..Wednesday at Noon

## Announcements

**Wedding/Engagement/Anniversary**  
With Photo.....\$25  
\*70 cents per word after 200 words

### Obituaries

With Photo...\$25 + 70 cents per word

### Thank You Ad/Invitations

2 columns X 2 inches.....\$25

## Special Pages

### Church Page & Pet Sponsor

2 columns X 1 inch.....\$40/month  
\*Publishes every Friday

### Business Card Directory

2 column X 2 inches.....\$200/month  
\*Publishes in every edition  
\*Full color ad

### Sports Sponsor

2 columns X 2 inches.....\$200/month  
\*Publishes every Tuesday, seasonally  
\*Color Ads

## Subscriptions

### Dallam and Hartley Counties

3 months.....\$21.95
6 months.....\$34.95
12 months.....\$57.95

### Out of County Delivery

3 months.....\$26.95
6 months.....\$39.95
12 months.....\$71.95

### Online Only

12 months.....\$40
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