

# Dalhart **TEXAN**



410 Denrock Avenue, Dalhart, TX 79022

806-244-4511 • ads@thedalharttexan.com • advertising@thedalharttexan.com

## Display Advertising

Local.....\$7.00 per column inch	1 column.....1.67
National.....\$7.20 per column inch	2 columns.....3.47
Color.....\$50/flat rate	3 columns.....5.285
	4 columns.....7.07
1/8 page.....\$91.50	5 columns.....8.872
1/4 page.....\$192.15	6 columns.....10.7
1/2 page.....\$384.30	
Full page.....\$768.60	Height.....21 inches

## Classified Line Ads

**Minimum Charge \$7**

1 day.....75 cents per word	7 days.....\$1.05 per word
2 days.....80 cents per word	8 days.....\$1.10 per word
3 days.....85 cents per word	9 days.....\$1.15 per word
4 days.....90 cents per word	
5 days.....95 cents per word	Bold Type.....25% extra
6 days.....\$1 per word	Borders.....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.

## 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 August 7, 2024

## Deadlines

Wed. Edition...10:30 a.m. Monday  
Sat. Edition...10:30 a.m. Thursday

## Announcements

### Wedding/Engagement/Birth

With Photo.\$25 + \$75 for 200 words  
\*75 cents per word after 200 words

### Obituaries

With Photo.\$25 + \$75 for 200 words  
\*75 cents per word after 200

## Special Pages

### Church Page

2 columns X 1 inch.....\$56/month  
\*Publishes every Saturday

### Business Card Directory

2 column X 2 inches.....\$25/issue  
\*Publishes in every issue  
\*Black & white ad

### Sports Sponsor

2 columns X 2 inches.....\$50/issue  
\*Publishes every Wednesday, seasonally  
\*Full color ad

## 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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