



THE FAYETTE COUNTY RECORD

Your Local Newspaper, Twice Every Week

2024

ADVERTISING RATE CARD

EFFECTIVE JANUARY 1, 2024



WWW.FAYETTECOUNTYRECORD.COM

127 S. Washington St. • P.O. Box 400
La Grange, Texas 78945
979.968.3155

Advertising Rate Card

The Fayette County Record is the area's largest paid-circulation newspaper (5,500 avg. per issue) and is delivered to subscribers by U.S. Mail each Tuesday and Friday. The Record is published by Fayette County Record, Inc. every Tuesday and Friday, except the publication immediately following Christmas. The Record has served Fayette County since 1922 and is locally owned by the Barton family since 1976. (UPS 188-440)

Advertising Deadline

Tuesday Edition - Friday at 10 a.m.

Friday Edition - Tuesday at 10 a.m.

Holiday and special occasion deadlines are Monday at 10 a.m. Call for questions or details.

Display Advertising

Open Rate: **\$12.00 per column inch**

TMC Rate: **\$15.00 per column inch**

Political & Legal Rate: **\$15.00 per column inch**

Camera ready artwork will be sized accordingly. Camera ready artwork cannot be guaranteed. The Record can only guarantee artwork created by our graphics team. Political and Legal advertising will be charged at the TMC rate - no discounts. Special offers cannot be combined.

Classified Advertising

Display Rate: **\$15.00 per column inch**

TMC Rate: **\$15.00 per column inch**

Word Ads ("Want Ads")

Open Rate: **\$9.75** for up to **15 words**

65¢ each additional word above 15

TMC Rate: **\$15.00** for up to **15 words**

\$1.00 each additional word above 15

Color Availability & Cost

Process color is generally available in any issue.

Please inquire, however, to assure availability.

Process color ("Full color") \$200.00

Dimensions - Display Ads

These apply to both ROP and Classified pages:

1 Column = 1.67" 4 Column = 7.36"

2 Column = 3.53" 5 Column = 9.13"

3 Column = 5.4" 6 Column = 11"

Columns per page = 6

Full Page = 11" x 20.5" Page Length = 20.5"

Graphic Design

Free graphic design is available for all ads purchased.

TMC - Total Market Coverage

In addition to our regular subscribers, the TMC issue (approx. 13,200) is mailed out free to every physical address in Fayette County. This issue has nearly double the distribution of our regular paper. The TMC rates apply for any of the dates listed below. Please reserve your space prior to the appropriate deadline.

TMC DATES:

Friday, Jan. 12

Friday, Feb. 9

Friday, March 8

Friday, April 12

Friday, May 10

Friday, June 14

Friday, July 12

Friday, Aug. 9

Friday, Sept. 13

Friday, Oct. 11

Friday, Nov. 8

Friday, Dec. 13

TMC DEADLINES:

Tuesday, Jan. 9 - 10 a.m.

Tuesday, Feb. 6 - 10 a.m.

Tuesday, March 5 - 10 a.m.

Tuesday, April 9 - 10 a.m.

Tuesday, May 7 - 10 a.m.

Tuesday, June 11 - 10 a.m.

Tuesday, July 9 - 10 a.m.

Tuesday, Aug. 6 - 10 a.m.

Tuesday, Sept. 10 - 10 a.m.

Tuesday, Oct. 8 - 10 a.m.

Monday, Nov. 5 - 10 a.m.

Tuesday, Dec. 10 - 10 a.m.

2024 Ad Rates • Regular & TMC Issues

New rates effective every November 1.

1 Column Wide - 1.67"

<u>AD SIZE</u>	<u>RETAIL/CLASS</u>	<u>TMC RATE</u>
1x2	\$24.00	\$30.00
1x3	\$36.00	\$45.00
1x4	\$48.00	\$60.00
1x5	\$60.00	\$75.00

2 Columns Wide - 3.53"

<u>AD SIZE</u>	<u>RETAIL/CLASS</u>	<u>TMC RATE</u>
2x2 (Business Card)	\$48.00	\$60.00
2x3	\$72.00	\$90.00
2x4	\$96.00	\$120.00
2x5	\$120.00	\$150.00
2x6	\$144.00	\$180.00

3 Columns Wide - 5.4"

<u>AD SIZE</u>	<u>RETAIL/CLASS</u>	<u>TMC RATE</u>
3x2	\$72.00	\$90.00
3x3	\$108.00	\$135.00
3x4	\$144.00	\$180.00
3x5 (1/8 Pg)	\$180.00	\$225.00
3x6	\$216.00	\$270.00
3x7	\$252.00	\$315.00
3x8	\$288.00	\$360.00
3x9	\$324.00	\$405.00
3x10	\$360.00	\$450.00
3x10.25 (1/4 Pg)	\$369.00	\$461.25
3x20.5 (1/2 Pg)	\$738.00	\$922.50

4 Columns Wide - 7.26"

AD SIZE	RETAIL/CLASS	TMC RATE
4x4	\$192.00	\$240.00
4x5	\$240.00	\$300.00
4x6	\$288.00	\$360.00
4x7	\$336.00	\$420.00
4x8	\$384.00	\$480.00
4x9	\$432.00	\$540.00
4x10	\$480.00	\$600.00
4x12	\$576.00	\$720.00

5 Columns Wide - 9.13"

AD SIZE	RETAIL/CLASS	TMC RATE
5x5	\$300.00	\$375.00
5x6	\$360.00	\$450.00
5x7	\$420.00	\$525.00
5x8	\$480.00	\$600.00
5x9	\$540.00	\$675.00
5x10	\$600.00	\$750.00
5x12	\$720.00	\$900.00

6 Columns Wide - 11"

AD SIZE	RETAIL/CLASS	TMC RATE
6x6	\$432.00	\$540.00
6x7	\$504.00	\$630.00
6x8	\$576.00	\$720.00
6x9	\$648.00	\$810.00
6x10	\$720.00	\$900.00
6x10.25 (1/2 Pg)	\$738.00	\$922.50
6x20.5 (Full Pg)	\$1,476.00	\$1,845.00

- A** - 1x5: Regular Rate \$60.00; TMC \$75.00
B - 2x5: Regular Rate \$120.00; TMC \$150.00
C - 3x5 (1/8 Pg.): Regular Rate \$180.00; TMC \$225.00
D - 3x10.25 (1/4 Pg.): Regular Rate \$369.00; TMC \$461.25
E - 6x10.25 (1/2 Pg.): Regular Rate \$738.00; TMC \$922.50

Pre-Printed Inserts

As a paid circulation newspaper, The Fayette County Record provides effective and economical distribution of pre-printed inserts to a readership that welcomes the product into the home. Postcards cost 29 cents each (\$290 per thousand) for postage alone. Standard "bulk rate" postage costs \$304 per thousand and even with "saturation delivery" discounts, it costs at least \$142 per thousand, not counting addressing and preparation costs. Inserts distributed through The Fayette County Record are far less expensive than mailing them any other way.

SIZE OF INSERT	REGULAR ISSUE FULL RUN*	TMC ISSUE FULL RUN**
Less than 4 Pages	\$500.00	\$1,000.00
4 Pages (Broadsheet)	\$550.00	\$1,100.00
6 Page Insert	\$600.00	\$1,200.00
8 Page Insert	\$650.00	\$1,300.00
10 Page Insert	\$700.00	\$1,400.00
12+ Pages	\$750.00	\$1,500.00

*6,000 copies requested, minimum 5,900 circ. guaranteed.

** 13,500 copies requested, min. 13,200 circ. guaranteed.

Advertisers also may purchase "less than full run" for pre-printed inserts. Advertiser may specify ZIP codes. Charge is \$125 per thousand, with a minimum of 1,000 copies. All inserts must be labeled to The Fayette County Record and delivered to The Bryan/College Station Eagle, 1729 Briar Crest, Bryan, TX, 77802 two weeks prior to publication (delivery) date. Because our postage costs are based on weight, we must charge more for larger inserts.

Contact Us

Regina Keilers, Publisher (Letters to the Editor, General Business)
regina@fayettecountyrecord.com

Jeff Wick, Editor/Managing Editor (Local News, Sports)
jeff@fayettecountyrecord.com

Andy Behlen, Digital Editor (Local News, Photographer, Social Media)
andy@fayettecountyrecord.com

Becky Weise, Advertising Director (Retail Ads, Special Sections)
becky@fayettecountyrecord.com

John Castaneda, Production Manager (Production, Graphics, Obits)
john@fayettecountyrecord.com

Classified Advertising (Classifieds, Public/Legal Notices)
classifieds@fayettecountyrecord.com

Theresa Karstedt, Circ. Mgr./Bookkeeper (Subscriptions, Inserts)
theresia@fayettecountyrecord.com

Tammy Browning, Customer Relations/Office Assistant
tammy@fayettecountyrecord.com

LouAnn Adcox, Staff Writer (Society, Births, For The Records)
louann@fayettecountyrecord.com

DON'T MISS AN ISSUE. SUBSCRIBE TODAY!



Start Saving Now with A 1-Year Subscription!

- 1-Year in Fayette Co. \$59.00
- Senior Citizen (65 & older) \$54.00
- Elsewhere in Texas \$69.00
- Senior Citizen (65 & older) \$64.00
- Delivery in the USA out of Texas \$79.00
- Senior Citizen (65 & older) \$74.00

Contact: **THERESIA KARSTEDT, CIRCULATION MANAGER**

theresia@fayettecountyrecord.com

979.968.3155 127 S. Washington, La Grange, Tx 78945

