



THE FAYETTE COUNTY RECORD

Your Local **Newspaper**, Twice Every Week

2018

ADVERTISING

RATE CARD



WWW.FAYETTECOUNTYRECORD.COM

127 S. Washington St. • P.O. Box 400
La Grange, Texas 78945
Ph: 979.968.3155 • Fx: 979.968.6767

Advertising Rate Card

The Fayette County Record is the area's largest paid-circulation newspaper (6,100 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 may vary.

Call for questions or details.

Display Advertising

Open Rate: **\$9.15 per column inch**

Repeat Rate: **\$7.95 per column inch**

TMC Rate: **\$11.25 per column inch**

Classified Advertising

Display Rate: **\$9.15 per column inch**

TMC Rate: **\$11.25 per column inch**

Word Ads ("Want Ads")

Open Rate: **\$9.00** for up to **15 words** for the first insertion

60¢ each additional word above 15

Repeat Rate: **\$8.25** for up to **15 words** for each subsequent (or weekly) insertion of the same wordage

55¢ 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 = 1.78"

4 Column = 7.68"

2 Column = 3.74"

5 Column = 9.65"

3 Column = 5.71"

6 Column = 11.625"

Columns per page = 6

Full Page = 11.625" x 21"

Page Length = 21"

TMC - Total Market Coverage

In addition to our regular subscribers, the TMC issue 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. 26
Friday, Feb. 23
Friday, March 30
Friday, April 27
Friday, May 25
Friday, June 29
Friday, July 27
Friday, Aug. 31
Friday, Sept. 28
Friday, Oct. 26
Friday, Nov. 30
Friday, Dec. 14

TMC DEADLINES:

Tuesday, Jan. 23 - 10 a.m.
Tuesday, Feb. 20 - 10 a.m.
Tuesday, March 27 - 10 a.m.
Tuesday, April 24 - 10 a.m.
Tuesday, May 22 - 10 a.m.
Tuesday, June 26 - 10 a.m.
Tuesday, July 24 - 10 a.m.
Tuesday, Aug. 28 - 10 a.m.
Tuesday, Sept. 25 - 10 a.m.
Tuesday, Oct. 23 - 10 a.m.
Tuesday, Nov. 27 - 10 a.m.
Tuesday, Dec. 11 - 10 a.m.

2018 Ad Rates

Regular & TMC Issues

New rates effective every January 1st.

1 Column Wide - 1.78"

<u>AD SIZE</u>	<u>RETAIL/CLASS</u>	<u>RETAIL REPEAT</u>	<u>TMC RATE</u>
1x2	\$18.30	\$15.90	\$22.50
1x3	\$27.45	\$23.85	\$33.75
1x4	\$36.60	\$31.80	\$45.00
1x5	\$45.75	\$39.75	\$56.25
1x6	\$54.90	\$47.70	\$67.50
1x7	\$64.05	\$55.65	\$78.75
1x8	\$73.20	\$63.60	\$90.00
1x9	\$82.35	\$71.55	\$101.25
1x10	\$91.50	\$79.50	\$112.50

2 Columns Wide - 3.74"

<u>AD SIZE</u>	<u>RETAIL/CLASS</u>	<u>RETAIL REPEAT</u>	<u>TMC RATE</u>
2x2	\$36.60	\$31.80	\$45.00
2x3	\$54.90	\$47.70	\$67.50
2x4	\$73.20	\$63.60	\$90.00
2x5	\$91.50	\$79.50	\$112.50
2x6	\$109.80	\$95.40	\$135.00
2x7	\$128.10	\$111.30	\$157.50
2x8	\$146.40	\$127.20	\$180.00
2x9	\$164.70	\$143.10	\$202.50
2x10	\$183.00	\$159.00	\$225.00

Subscription Rates

1-Year in Fayette Co.	\$51.00
Senior Citizen (65 & older)	\$46.00

3 Columns Wide - 5.71"

<u>AD SIZE</u>	<u>RETAIL/CLASS</u>	<u>RETAIL REPEAT</u>	<u>TMC RATE</u>
3x2	\$54.90	\$47.70	\$67.50
3x3	\$82.35	\$71.55	\$101.25
3x4	\$109.80	\$95.40	\$135.00
3x5 (1/8 Pg)	\$137.25	\$119.25	\$168.75
3x6	\$164.70	\$143.10	\$202.50
3x7	\$192.15	\$166.95	\$236.25
3x8	\$219.60	\$190.80	\$270.00
3x9	\$247.05	\$214.65	\$303.75
3x10	\$274.50	\$238.50	\$337.50
3x10.5 (1/4 Pg)	\$288.23	\$250.43	\$354.38
3x11	\$301.95	\$262.35	\$371.25
3x12	\$329.40	\$286.20	\$405.00
3x14	\$384.30	\$333.90	\$472.50
3x21 (1/2 Pg)	\$576.45	\$500.85	\$708.75

4 Columns Wide - 7.68"

<u>AD SIZE</u>	<u>RETAIL/CLASS</u>	<u>RETAIL REPEAT</u>	<u>TMC RATE</u>
4x4	\$146.40	\$127.20	\$180.00
4x5	\$183.00	\$159.00	\$225.00
4x6	\$219.60	\$190.80	\$270.00
4x7	\$256.20	\$222.60	\$315.00
4x8	\$292.80	\$254.40	\$360.00
4x9	\$329.40	\$286.20	\$405.00
4x10	\$366.00	\$318.00	\$450.00
4x12	\$439.20	\$381.60	\$540.00

5 Columns Wide - 9.65"

<u>AD SIZE</u>	<u>RETAIL/CLASS</u>	<u>RETAIL REPEAT</u>	<u>TMC RATE</u>
5x5	\$228.75	\$198.75	\$281.25
5x6	\$274.50	\$238.50	\$337.50
5x7	\$320.25	\$278.25	\$393.75
5x8	\$366.00	\$318.00	\$450.00
5x9	\$411.75	\$357.75	\$506.25
5x10	\$457.50	\$397.50	\$562.50
5x12	\$549.00	\$477.00	\$675.00

6 Columns Wide - 11.625"

<u>AD SIZE</u>	<u>RETAIL/CLASS</u>	<u>RETAIL REPEAT</u>	<u>TMC RATE</u>
6x6	\$329.40	286.20	405.00
6x7	\$384.30	333.90	472.50
6x8	\$439.20	381.60	540.00
6x9	\$494.10	429.30	607.50
6x10	\$549.00	477.00	675.00
6x10.5 (1/2 Pg)	\$576.45	500.85	708.75
6x14	\$768.60	667.80	945.00
6x21 (Full Pg)	\$1,152.90	1,001.70	1,417.50

Subscription Rates

Elsewhere in Texas	\$59.00	Delivery in the USA out of Texas	\$64.00
Senior Citizen (65 & older)	\$54.00	Senior Citizen (65 & older)	\$59.00

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.

<u>SIZE OF INSERT</u>	<u>REGULAR ISSUE FULL RUN*</u>	<u>TMC ISUE FULL RUN**</u>
Less than 4 Pages	\$455.00	\$910.00
4 Pages (Broadsheet)	\$495.00	\$990.00
6 Page Insert	\$520.00	\$1,040.00
8 Page Insert	\$540.00	\$1,080.00
10 Page Insert	\$560.00	\$1,120.00

*6,100 copies requested, minimum 6,000 circ. guaranteed.

** 12,100 copies requested, min. 12,000 circ. guaranteed.

Advertisers also may purchase "less than full run" for pre-printed inserts. Advertiser may specify ZIP codes. Charge is \$110 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

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DON'T MISS AN ISSUE. SUBSCRIBE TODAY!



Start Saving Now with A 1-Year Subscription!

1-Year in Fayette Co.	\$51.00
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Elsewhere in Texas	\$59.00
Senior Citizen (65 & older)	\$54.00
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Senior Citizen (65 & older)	\$59.00

Contact: **THERESIA KARSTEDT, CIRCULATION MANAGER**

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