

OPEN/LOCAL RATES

RETAIL & CLASSIFIED DISPLAY

\$6.00 PCI Black & White

Add \$150 Flat for Color

NON-PROFIT (501c3) DISCOUNT

25% Off Total Price

CLASSIFIED LINE ADS

\$.35 Per Word

\$10.00 Per Ad Minimum

PRE-PRINTED INSERTS

\$225.00 1 oz or less

\$275.00 1.01 oz - 2.00 oz

\$325.00 2.01 oz - 3.00 oz

\$375.00 3.01 oz +

Full Run Only - 1,200 Qty.

Send To: 108 West Bedford Street, Dimmit, TX 79027

NATIONAL/AGENCY RATES

Rates as indicated, net-to-paper. Volume discounts available.

PUBLIC NOTICES (LEGAL ADVERTISING)

Submit via Word Document to thecastrocountynews@yahoo.com for quote

OBITUARIES

\$75 flat rate unless larger than 12 column inches. Larger at \$6 PCI.

Submit via Word Document to thecastrocountynews@yahoo.com for quote

THECASTROCOUNTYNEWS.COM

DIGITAL ADVERTISING

Includes visibility throughout all local web display positions

728x90 & 300x250

Per Month

50%

\$400

25%

\$225

10%

\$100

5%

\$60

NEWSLETTER ADVERTISING

600x200

Per Month

Top

\$200

Middle

\$150

Lower

\$100

MODULAR SIZE PROGRAM

	COLOR	B&W	DIMENSIONS
Full Page	\$875	\$750	10.50" x 21.00"
Half Page	\$475	\$375	10.50" x 10.50"
Qtr. Page	\$265	\$185	5.18"x10.50"
Eighth Page	\$140	\$90	5.18"x5.25"

Marketplace Business Card Ads

Bus. Card	\$24 each	4-Weeks	3.40" x 2.00"
Bus. Card	\$20 each	13-Weeks	3.40" x 2.00"

MEASUREMENTS

LOCAL & CLASSIFIED DISPLAY ADVERTISING

Columns	Inches
1	1.63"
2	3.40"
3	5.18"
4	6.96"
5	8.73"
6	10.50"

DEADLINES: Mondays at 5 PM CST.

PUBLICATION DAY: Thursday

CONTACT:

806-647-1234

thecastrocountynews@yahoo.com

Publisher reserves the right to reject or cancel any advertisement or part of any advertisement at any time. When an advertisement contains an error which is not the fault of an advertiser or agency, the liability of the publisher shall not exceed supplying a correction letter and credit for the space occupied by incorrect item - this includes public notices and legal advertising. In no event is the publisher liable for special, consequential, incidental, indirect or punitive damages, including but not limited to lost profits. No responsibility is assumed for more than one incorrect insertion of any advertisement. Where proof of ad is submitted, advertiser assumes all responsibility for any error not marked on a proof. There shall be no liability for non-insertion of any advertisement beyond the amount paid for such advertisements. All advertising is required to be paid in advance, prior to publishing, unless credit has been established and approved. Political advertising must be paid in advance and approved by publisher. Ad placement is not guaranteed without a 25% additional charge. Color placements are subject to availability. **Effective January 1, 2022.**