

# ADVERTISING RATES 2018

Effective January 1, 2018

**Display Advertising Rate (National Rate):** \$6.00 per column inch

**Retail/Classified Display Local Rate:** \$6.00 per column inch

**Classified Line Ad Rates:** \$0.50 per word with a minimum of \$5.00

**Legal Notices:** \$6.00 per column inch

*\*Special combo rates for customers wishing to advertise in the Groesbeck Journal and The Mexia News are available.*

## **Pre-Print Insert Rates:**

Flat Sheet Insert- \$50.00 per 1,000

Four Page Insert- \$55.00 per 1,000

Six Page Insert- \$60.00 per 1,000

Eight Page Insert- \$65.00 per 1,000

Ten Page Insert- \$70.00 per 1,000

Twelve Page Insert- \$75.00 per 1,000

(Please call for any size over 12 pages)

## **Publication Schedule and Advertising/News Deadlines:**

The Groesbeck Journal is published weekly with a publication day of Thursday. In the case of a national holiday being on a Thursday, publication deadlines will be one day earlier.

The Groesbeck Journal is printed Wednesday mornings and delivered to local rack dealers on Wednesday Evening/Thursday morning. All postal subscriptions are delivered to the Groesbeck Post Office on Wednesday mornings for a Thursday delivery to local subscribers.

Advertising/news deadline is 12 noon the Monday before publication.

## **Display Ads Mechanical Requirements (in inches):**

1 column- 1.6378

2 column- 3.4422

3 column- 5.2467

4 column- 7.0511

5 column- 8.8556

6 column- 10.66

Height of full page is 21.5 inches

## **Classified Ads Mechanical Requirements (in inches):**

1 column - 1.194"

2 column - 2.549"

3 column - 3.903"

4 column - 5.25"

5 column - 6.604"

6 column - 7.958"

7 column - 9.312"

8 column - 10.66"

# Groesbeck Journal

P.O. Box 440, 115 N. Ellis, Groesbeck, Texas 76642

Office 254-729-5103 (NEW) Fax 254-729-0362

[www.groesbeckjournal.com](http://www.groesbeckjournal.com)

[news@groesbeckjournal.com](mailto:news@groesbeckjournal.com) • [office@groesbeckjournal.com](mailto:office@groesbeckjournal.com) • [groesbeckads@groesbeckjournal.com](mailto:groesbeckads@groesbeckjournal.com)

Richard Nelson (Publisher)

Jennifer Paul (General Manager/Editor) • [groesbeckads@groesbeckjournal.com](mailto:groesbeckads@groesbeckjournal.com)

Jennifer Bynum (Advertising Director) • [jbynum@themexianews.com](mailto:jbynum@themexianews.com)

# **Display Ad sizes & prices**

2<sup>c</sup> x 2"

**\$24**

1<sup>c</sup> x 2"

**\$12**

1<sup>c</sup> x 5"

**\$30**

2<sup>c</sup> x 3"

**\$36**

1<sup>c</sup> x 3"

**\$18**

2<sup>c</sup> x 4"

**\$48**

2<sup>c</sup> x 5"

**\$60**

3<sup>c</sup> x 3.5"

**\$63**

3<sup>c</sup> x 5"

**\$90**

3<sup>c</sup> x 6"

**\$108**

QUARTER  
PAGE  
3<sup>c</sup> x 10.5"

**\$189**

**ALSO CONSIDERED A QUARTER PAGE**

4<sup>c</sup> x 8"

**\$192**

**HALF PAGE - 6<sup>c</sup> x 10.5" - \$378**

**FULL PAGE - 6<sup>c</sup> x 21.5" - \$774**

**ANY COLOR ADS- \$75 EXTRA**