



# Price Sheet and Ad Dimensions

The Archer County News is a weekly newspaper dedicated to reporting on the people, schools, organizations, and issues of the county. The coverage area includes the cities of Archer City, Holliday, Windthorst, Scotland, Lakeside City and Megargel. We have a circulation of approximately 900 papers and a readership of an estimated 2200 people. Our proximity to and dependence upon Wichita Falls make us a bargain outreach resource for regional advertisers.

Yearly Subscription (Mail Delivery, Online, or Both)	\$35.00/year
Individual Issue	\$1.00/week
Display Advertising <b>Black and White</b>	\$5.50/Column Inch*
Display Advertising <b>Color</b>	\$7.00/Column Inch*
Community Announcement (Engagements, Anniversaries, Weddings, Births, etc.)	\$35 (up to 400 words and picture; \$0.15/word thereafter)
Obituary	\$35 (up to 400 words and picture; \$0.15/word thereafter)
Classifieds	\$8.00/first 20 words; \$0.15/word thereafter; Optional Graphic or Photo=\$5.00
Public Notices (Display Style)	\$5.50/Column Inch*
Public Notices (Column Style)	\$8.00 first 20 words; \$0.15/word thereafter
Inserts	\$165
Front Page Banner Ad (Color Only)	1" tall=\$50; 2" tall=\$100
Banner Ad Black and White	1" tall=\$28, 2" tall=\$55
Banner Ad Color	1" tall=\$35, 2" tall \$70

\*A column inch is calculated by multiplying the number of newspaper columns covered and the length of ad.

Column Widths in Inches	
1 column	1.61
2 columns	3.39
3 columns	5.17
4 columns	6.94
5 columns	8.72
6 columns	10.5

Standard Ad Dimensions in inches		B&W Price	Color Price
Full Page	6 columns: 10.5 x 21	\$693	\$882
½ Page	6 columns: 10.5 x 10.5	\$347	\$441
¼ Page horizontal	6 columns: 10.5 x 5.25	\$173	\$221
¼ Page vertical	3 columns: 5.17 x 10.5		
1/8 Page	3 columns: 5.17 x 5.25	\$87	\$110
1/16 Page	3 columns: 5.17 x 2.63	\$43	\$55
Banner 1"	6 columns: 10.5 x 1	\$28	\$35 (back) \$50 (front)
Banner 2"	6 columns: 10.5 x 2	\$55	\$70 (back) \$100 (front)

Archer County News • P.O. Box 1125 • 104 E Walnut • Archer City, TX • **940.574.4569**

**Email: [ads@archercountynews.com](mailto:ads@archercountynews.com)**

Website: [archercountynews.com](http://archercountynews.com)