



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 Black and White	\$5.50/Column Inch*
Display Advertising Color	\$5.50/ Column Inch* + \$25
Community Announcement (Engagements, Anniversaries, Weddings, Births, etc.)	\$36 (up to 400 words & picture; \$8 each additional 50 words)
Obituary	\$36 (up to 400 words & picture; \$8 each additional 50 words)
Classifieds	\$8.00/first 20 words; \$0.15/word thereafter; Optional Graphic or Photo=\$5.00 per
Public Notices (As-Is Image/Document Placement)	\$5.50/Column Inch*
Inserts	\$165
Front Page Banner Ad (Color Only)	2" tall=\$150
Banner Ad Black and White	2" tall=\$55
Banner Ad Color	2" tall \$80

*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

Official Publication Date: Thursday

Print/Mail Date: Wednesday

Close Date: Tuesday

Classifieds/Obituary Deadline: 12:00 P.M.

Tuesday

All Other Submissions Deadline: 5:00 P.M.

Monday

Standard Ad Dimensions in inches		B&W Price	Color Price
Full Page	6 columns: 10.5 x 21	\$693	\$718
½ Page	6 columns: 10.5 x 10.5	\$347	\$372
¼ Page horizontal	6 columns: 10.5 x 5.25	\$173	\$198
¼ Page vertical	3 columns: 5.17 x 10.5		
1/8 Page	3 columns: 5.17 x 5.25	\$87	\$112
2x2	2 columns: 3.39 x 2	\$22	\$47
Banner 2"	6 columns: 10.5 x 2	\$55	\$80 (back) \$150 (front)

Online Ad Options		Price
Top Leaderboard	Monthly ad commitment of 1/8 page or larger	\$50 per month (up to 3 businesses only)
Bottom Leaderboard	Online ad only or include a printed ad ½ price w/ monthly paper ad commitment	\$50 per month
Side Bar	Online ad only or ½ price w/ monthly paper ad commitment	\$30 per month