

# The Vindicator

"BE JUST AND FEAR NOT"

1939 Trinity St., Liberty, Tx 77575 | 936-336-3611 | Fax 936-336-3345  
[www.thevindicator.com](http://www.thevindicator.com)

*The Vindicator publishes every Thursday*

*Circulation: 2,000*

*Deadline: Monday, Noon*

Retail rate (per column inch)	\$7.35
Web Marketplace	\$10
Front Page Banner	\$200/wk
Front Page Block	\$125/wk
Church Page	\$18/wk
Biz Directory	\$30/wk. or \$25/wk for 12+wks
Inserts	\$225/flat

<b>*ADDITIONAL CHARGE FOR COLOR ON ALL ADS</b>	
Classified/Legal	70¢/word (\$12 min.)
Legal Affidavit	\$10
TABC Notice	\$80/flat
Obituaries	\$70
Announcements	\$35

## 2022 Retail Advertising Discounted Frequency Rates

AD SIZE	RATE 1X	12 WEEKS	26+ WEEKS
2x3	\$44.10	\$41	\$32
2x5	\$73.50	\$69	\$65
3x5	\$110.25	\$106	\$101
¼ PAGE	\$231.53	\$219	\$210
½ PAGE	\$463.05	\$426	\$402
FULL PAGE	\$926.10	\$886	\$822

### MECHANICAL MEASUREMENTS

*All measurements are in inches*

ROP	CLASSIFIED		
1 col.	1.52	1 Col.	1.00
2 col.	3.22	2 col.	2.12
3 col.	4.91	3 col.	3.25
4 col.	6.61	4 col.	4.37
5 col.	8.31	5 col.	5.5
6 col.	10.00	6 col.	6.62
Full page 10x21.25		7 col.	7.75
		8 col.	8.57
		9 col.	10.00

## WEB ADVERTISING SIZES & RATES

Leaderboard	728 x 90 pixels	\$75/wk.
Pencil	960 x 30 pixels	\$75/wk.
Skyscraper	300 x 600 pixels	\$55/wk.
Box AD	300 x 250 pixels	\$45/wk.
Button	300 x 90 pixels	\$35/wk.

## MAIL SUBSCRIPTION RATES

In County per year .....	\$40
Out of county per year .....	\$45
Out of state per year .....	\$50

*Publisher - Jennifer Richardson  
[publisher@thevindicator.com](mailto:publisher@thevindicator.com)*

*Managing Editor - Russell A. Payne  
[editor@thevindicator.com](mailto:editor@thevindicator.com)*

*Advertising Representative - Ariel Turner  
[ads@thevindicator.com](mailto:ads@thevindicator.com)*

*Sports Editor - Jerry Michalsky  
[jerrymichalsky@aol.com](mailto:jerrymichalsky@aol.com)*

*Classifieds - Kim Marlow  
[classifieds@thevindicator.com](mailto:classifieds@thevindicator.com)*