

The Vindicator

"BE JUST AND FEAR NOT"

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 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 |
| Inserts | \$225/flat |

| | |
|--|-----------------------|
| *ADDITIONAL CHARGE FOR COLOR ON ALL ADS | |
| Classified/Legal | .75¢/word (\$12 min.) |
| Legal Affidavit | \$12 |
| TABC Notice | \$100/flat |
| Obituaries | \$85 |
| Announcements | \$35 |

2023 Retail Advertising Frequency Rates

| AD SIZE | RATE 1X | COLOR |
|-----------|----------|-----------|
| 2x3 | \$44.10 | \$94.10 |
| 2x5 | \$73.50 | \$123.50 |
| 3x5 | \$110.25 | \$160.25 |
| ¼ PAGE | \$231.53 | \$281.53 |
| ½ PAG | \$463.05 | \$563.05 |
| FULL PAGE | \$926.10 | \$1126.10 |

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 | \$90/wk. |
| Pencil | 960 x 30 pixels | \$90/wk. |
| Skyscraper | 300 x 600 pixels | \$70/wk. |
| Box AD | 300 x 250 pixels | \$60/wk. |
| Button | 300 x 90 pixels | \$50/wk. |

MAIL SUBSCRIPTION RATES

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

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