

The Karnes Countywide

Karnes County's Newspaper

Serving Karnes County Since 1891

2,660 average paid circulation weekly, as reported to the USPS

DISPLAY ADVERTISING:

The regular local rate is \$7 per column inch. Except for classifieds, The Karnes Countywide has a six-column wide page. Column widths as follows: 1-column: 1.7", 2-column: 3.54", 3-column: 5.37", 4-column: 7.2", 5-column: 9.04", 6-column: 10.875".

Larger ads have specially discounted rates as follows:

Quarter page: \$200

Half page: \$350

Full page: \$550

CLASSIFIED ADS:

\$7 minimum charge for 30 words or less, with an additional 20 cents for each word over the first 30. (First word is capitalized-no bolding or centering) Included in the price is placement of the ad in the classifieds section of The Karnes Countywide's web site: www.thecountywide.com.

Exceptions: Card of Thanks or Prayer ads are \$7 for up to 70 words with an additional 20 cents for each word over the first 70. All classified ads must be pre-paid. Our classified page is nine-columns wide and the column width is 1.25 inches.

CLASSIFIED DISPLAYS:

\$7 per column-inch with a **\$14** minimum. **\$5** charge for included photo.

BUSINESS DIRECTORY:

Publishes every week with spot color. Rates are **\$7** per week for a **2c x 1"** ad, **\$14** per week for a **2c x 2"** ad and **\$21** per week for a **2c x 3"** ad. A six-month commitment is necessary to qualify for listing in the business directory.

OTHER CHARGES:

Obituaries: **\$10**, **\$15** with photo. Engagements/Weddings: **\$20** (with or without photo).

Birthday/Anniversary: **\$20**. Church page ad (2" wide x 1" tall): **\$7**.

COLOR: Spot color add **\$60** per color, Full color add **\$150**.

Frequency Discounts: Display ad and classified ad customers who make a three-month commitment to specific size ad space are eligible for a **15%** discount. A **30%** discount will apply for a six-month commitment. See your salesperson for details.

Other Discounts: Customers with display ads that are "camera-ready" (PDF) are eligible for a **10%** discount.

PRE-PRINTED INSERTS: 3,500 REQUIRED:

2 pages: \$350, 4-16 pages: \$375, 18-32 pages: \$400, 32+ pages: \$425.

For information about advertising on The Karnes Countywide's web site: www.thecountywide.com, call 830-780-3924.

DEADLINES:

The Countywide publishes every Wednesday. Monday at noon is the deadline for all advertising for the following Wednesday newspaper. If Monday is a holiday - the deadline will be earlier, moving forward to the preceding Friday at noon.

110 S. Market, Karnes City, Texas 78118-3230 (830) 780-3924 Fax: (830) 780-3711