

Standard 6-column

6-column ads appear in Main News, South Texas Living, Sports, and The 411 (youth section)

Ad sizes

Ad sizes are based on column width by height. Height is in inches. The column width chart is as follows:

6-Column widths

Inches -
 Depth = 20.5"
 1 col. = 1.5733"
 2 col. = 3.2467"
 3 col. = 4.92"
 4 col. = 6.5933"
 5 col. = 8.2667"
 6 col. = 9.94"

Sample Sizes/ Prices

Full Page (6x20.5").....	\$1,338.24
1/2 Page (6x10).....	\$705.00
or (3x20.5).....	\$722.63
1/4 Page (3x10).....	\$352.50
1/8 Page (3x5).....	\$176.25

Directory Ads

Service, Medical and Professional Directory ads run in the paper *and* online at wilsoncountynews.com for one low price!

Minimum run 4 weeks.
 \$7.71 per column inch.
 Prices are for 4-week run:

2x1 Ad	\$61.68
2x2 Ad	\$123.36
2x3 Ad	\$185.04

All directory ads are 2.35" wide
 Directory listing ads (2 lines only)
 are \$142.22 for 26 weeks.



Special Contract Rates

Size	1 Week (\$11.75)	4 Weeks (\$10.60)	13 Weeks (\$9.45)
2x1	\$23.50	\$84.80	\$245.70
1x3	\$35.25	\$127.20	\$368.55
2x2	\$47.00	\$169.60	\$491.40
1x5	\$58.75	\$212.00	\$614.25
2x3	\$70.50	\$254.40	\$737.10
2x4	\$94.00	\$339.20	\$982.80
3x3	\$105.75	\$381.60	\$1,105.65
2x5	\$117.50	\$424.00	\$1,228.50
3x4	\$141.00	\$508.80	\$1,474.20
2x7	\$164.50	\$593.60	\$1,719.90
3x5	\$176.25	\$636.00	\$1,842.75
2x8	\$188.00	\$678.40	\$1,965.60
3x6	\$211.50	\$763.20	\$2,211.30
2x10	\$235.00	\$848.00	\$2,457.00
3x7	\$246.75	\$890.40	\$2,579.85
3x8	\$282.00	\$1,017.60	\$2,948.40

Enhance Your Ad

✓ Add Spot Color for \$70 extra per week
 Spot color means one color. A spot color can be selected from the following color chart:

Cyan	
Magenta.....	
Yellow	
Medium Red.....	
Cerise	
Dark Purple	
Blue	
Green.....	
Medium Orange	
Red	
Teal.....	
Red-Orange	

✓ Add Full Color for \$150 extra per week
 Colors may not exactly match the shades on this page due to the process of printing on newsprint.

Classified 8-column

8-column ads appear in *Agriculture Today* and *Classifieds*.



Ad sizes

Ad sizes are based on column width by height. Height is in inches. The column width chart is as follows:

8-Column widths

Inches -

Depth = 20.5"

1 col. = 1.155"

2 col. = 2.41"

3 col. = 3.665"

4 col. = 4.92"

5 col. = 6.175"

6 col. = 7.43"

7 col. = 8.685"

8 col. = 9.94"

Special Contract Rates

Size	1 Week (8.82)	4 Weeks (\$8.00)	13 Weeks (\$7.13)
2x1	\$17.64	\$64.00	\$185.38
1x3	\$26.46	\$96.00	\$278.07
2x2	\$35.28	\$128.00	\$370.76
1x5	\$44.10	\$160.00	\$463.45
2x3	\$52.92	\$192.00	\$556.14
2x4	\$70.56	\$256.00	\$741.52
3x3	\$79.38	\$288.00	\$834.21
2x5	\$88.20	\$320.00	\$926.90
3x4	\$105.84	\$384.00	\$1,112.28
2x7	\$123.48	\$448.00	\$1,297.66
3x5	\$132.30	\$480.00	\$1,390.35
2x8	\$141.12	\$512.00	\$1,483.04
3x6	\$158.76	\$576.00	\$1,668.42
2x10	\$176.40	\$640.00	\$1,853.80
3x7	\$185.22	\$672.00	\$1,946.49
3x8	\$211.68	\$768.00	\$2,224.56

Sample Sizes/ Prices

Full Page (8x20.5").....	\$1,313.64
1/2 Page (8x10).....	\$705.60
or (4x20.5).....	\$723.24
1/4 Page (4x10).....	\$352.80
1/8 Page (4x5).....	\$176.40

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Medium Red.....	
Cerise.....	
Dark Purple.....	
Blue.....	
Green.....	
Medium Orange.....	
Red.....	
Teal.....	
Red-Orange.....	

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