**Display Ad Rates**

**Wilson County News**

**Special Contract Rates**

<table>
<thead>
<tr>
<th>Size</th>
<th>1 Week ($12.83)</th>
<th>4 Weeks ($11.58)</th>
<th>With SEO</th>
<th>With SEO</th>
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<tbody>
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<td>$359.00</td>
<td>$384.90</td>
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</tbody>
</table>

**ROP Rates**

**Main News • South Texas Living • Youth/Sports • Agriculture • Classifieds**

We offer professional, quality design at no additional cost. Proofs will be shown to advertisers only when requested and when copy has been turned in before deadline. Advertiser may then request to see corrected proof (only 2 proofs will be shown.) Changes after the ad has been designed, set, and not run will be charged $30 per hour. Charges may apply for sending and/or creating ads for other publications. WCN, Inc. will not be held responsible for errors made in the electronic transmissions or errors in other publications.

**NOTE:** Ad layout and copy prepared by paid employees of the Wilson County News are the property of the Wilson County News and cannot be reproduced in other media without the expressed consent of the publisher.

### 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”

Full Page (6x20.5”) $1,461.09
1/2 Page (6x10) $769.80
or (3x20.5) $789.04
1/4 Page (3x10) $384.90
1/8 Page (3x5) $192.45

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**Directory Ads**

Services, Medical and Professional Directory:
Minimum run 4 weeks.
$8.42 per column inch.
Prices are for 4-week run:

- 2x1 Ad $67.36
- 2x2 Ad $134.72
- 2x3 Ad $202.08

All directory ads are 2.35” wide.
Directory listing ads (2 lines only) are $155.22 for 26 weeks.

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**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
- Red
- Blue

✓ 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.

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1012 C St., Floresville, TX 78114

Call our customer service team at 830-216-4519.

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