

DISPLAY ADVERTISING

Open (National) Rate

Flat Rate \$7.00 col/inch
Agency Discount 15%
Full Color \$225.00

Includes banner ad on brownfieldonline.com

Local Advertising Rates

1-20 inches/month \$7.00 col/inch
21-125 inches/month \$6.50 col/inch
126+ inches/month \$6.00 col/inch
Non-Profit \$6.00 col/inch

Includes banner ad on brownfieldonline.com

Local Color Rates

Full Color \$112.50

Combination Rates (ACR)

Brownfield \$5.00 col/inch
Seminole \$5.00 col/inch
Lamesa \$5.00 col/inch

ROP Measurements

PASS Format 6 Columns
Column Size 1.8125 inches
Column Gutter125 inches
Printing Image 11.625 x 20.5 inches

INSERTS

Up to 8 Tab \$70.00 cpm (7¢ each)
Up to 4 Full \$70.00 cpm (7¢ each)
Over 8 Tab \$80.00 cpm (8¢ each)
Over 4 Full \$80.00 cpm (8¢ each)

CIRCULATION

	1 YEAR	6 MONTH
Carrier	\$36.25	\$18.55
Senior Carrier	\$32.95	\$16.50
Mail (In-County)	\$41.25	\$21.00
Mail (In-State)	\$50.00	\$25.00
Mail (Out-of-State)	\$58.75	\$30.00
Online Subscription	\$19.95	
Online Sub with Print Sub	\$ 5.00	

CLASSIFIED ADVERTISING

Open Classified (National) Rate

Flat Rate \$7.00 col/inch
Full Color \$225.00

Local Classified Display Rates

1-20 inches/month \$7.00 col/inch
21-125 inches/month \$6.50 col/inch
126+ inches/month \$6.00 col/inch
Non-Profit \$6.00 col/inch

Includes banner/text ad on brownfieldonline.com

Local Classified Color Rates

Full Color \$112.50

Real Estate Rates

Local Agents \$6.00 col/inch

Legals 38¢ per word

Word Ads

15 word minimum \$7.00
Extra word(s) 38¢ per word

Includes text ad on brownfieldonline.com

Garage Sale Ads: Must be prepaid

15 word minimum \$7.00
Extra word(s) 38¢ per word

Patch Ads: Brownfield - Seminole - Andrews - Lamesa

20 word minimum \$10.00
Extra word(s) 38¢ per word

*Place your classified ad ONLINE
at brownfieldonline.com.*

WEBSITE ADVERTISING

Banner Ads

Bottom Banner (728w x 100h) \$35.00 per month
Skyscraper (Left) (160w x 600h) \$50.00 per month
Site Logo (240w x 170h) \$50.00 per month
Right Tile (240w x 170h) \$50.00 per month
In Content (240w x 170h) \$100.00 per month

WEDNESDAY ONLY ADVERTISING

Professionals' Business Card Page

Business Card 2x2..... \$15.00 per week

Kid's Scoop (KS)

1x1 Sig Ad..... \$15.00 per week

Kid Scoop / Church Page..... \$10.00 per week

1 month commitment (4 times) necessary for special rates on Business Card & Kid Scoop advertising.

SUNDAY ONLY ADVERTISING

Church Page (CP)

1 Year Contract \$ 7.50 per week

1x1 Sig Ad..... \$15.00 per week

Kid Scoop / Church Page..... \$10.00 per week

1 month commitment (4 times) necessary for special rates on Church Page & Kid Scoop advertising.

Agriculture Page (13 weeks)..... \$325.00

2x2 (12) and 5x5.25 (1) Ads

SIGNATURE ADVERTISING (SIG)

Event Based Advertising \$35.00 per issue

SOCIAL ADVERTISING

Wedding Package \$100.00 per issue

Birth Announcements..... \$ 7.00 col/inch

Anniversary Invitations..... \$ 7.00 col/inch

Sympathy/Thank You \$ 7.00 col/inch

CUSTOM DESIGN/PRINTING

Design Fee..... \$ 45.00 per hour

Post Cards • Inserts • Tabs • Door Hangers • Posters

Ask us for quotes on these and other items...

SPECIAL SECTIONS / TABS / SIGS

• 1/8 TAB Ad..... \$ 45.00

• 1/4 TAB Ad..... \$ 90.00

• 1/2 TAB Ad..... \$150.00

• Full Page TAB Ad..... \$300.00

• Full Page TAB Ad (color) \$412.50

• Sections / Signature ads are standard pricing

• NOTE: Some specials may contain premium pricing

JANUARY

(SEC) Livestock Show

FEBRUARY

(TAB) Chamber Program

MARCH

(SEC) Peanut Section

APRIL

(SEC) Cotton Section

MAY

(TAB) Graduation Keepsake

JUNE

(SEC) Oil / Gas Section

JULY

(TAB) Visitor & Newcomer's Guide

(TAB) Vineyard

AUGUST

(TAB) Football Preview

(TAB) Back to School

SEPTEMBER

(TAB) Planning for Your Future

OCTOBER

(SEC) Harvest Festival Section

(TAB) 4-H Salute

NOVEMBER

Thanksgiving

DECEMBER

(SEC) Santa Section