

BARTON PUBLICATIONS, INC.

Hays Free Press and News-Dispatch

CONSOLIDATED RATE SHEET

RATES FOR HAYS FREE PRESS

Retail and Classified Display earned rates are net and based on number of column inches per insertion. Bulk contracts are available.

Agency Rate	14.30
Local Open Rate	11.50
31-50"	11.00
51-90"	10.75
91-126"	10.50
127-168"	10.25
169" +	9.65

RATES FOR NEWS-DISPATCH

Display earned rates are net and based on the number of column inches per insertion. Bulk contracts available.

Agency Rate	11.25
Local Rate	9.65
31-50"	9.35
51-90"	9.00
91-126"	8.75
127-168"	8.50
169+	8.25

FREQUENCY DISCOUNTS

Contract Discount:

- 13 or more consecutive insertions earn a 20% discount off the earned rate.

COLOR

Full color is available on all ads for an additional \$2.50 per column inch. (15" minimum)

CLASSIFIEDS & LEGALS

- 20 Words.....\$9.20
- Additional Words..... 60¢

Classified & Legal Display ads are charged at local open rates, based on 6-column format

SPECIALTY PAGES

All ads in these pages require a 13-week minimum contract.

- Church Directory\$18/week
- Service Directory\$30/week
- Business listing on Church Page.....\$18/week
- Professional Directory\$35/week
- Women in Business.....\$45/week (6x commitment)

PRE-PRINTED INSERTS

Hays Free Press

All Inserts are billed for the full run

Up to .25 oz	\$295
to .5 oz	\$365
to 1 oz	\$430
to 1.5 oz	\$465
to 2 oz	\$550
Over 2 oz	Call for Quote

News-Dispatch

Up to .25 oz	\$150
to .5 oz	\$180
to 1 oz	\$225
to 1.5 oz	\$300
to 2 oz	\$350
Over 2 oz	Call for Quote

Call for rates on inserts weighing other amounts

- Finished insert size cannot exceed 10.5" x 12"
- Inserts must arrive at our press no later than 5 p.m. Friday the week prior to publication.
Hays Free Press **OR** News-Dispatch
1342 Industrial Dr.
New Braunfels, TX 78130
830-358-7950
- Please call for rates for inserting bulky, undersized coupon books.

DEADLINES

The deadline for display advertising is 5 p.m. Friday the week prior to publication; classified advertising deadline is noon Monday the week of publication.

ACCEPTABLE MATERIALS

Advertisers who produce and provide their own ads should submit Adobe Acrobat PDF files, at 210 dpi with all fonts embedded.

If color, files must also be CMYK, with no four-color black text.

MECHANICAL REQUIREMENTS

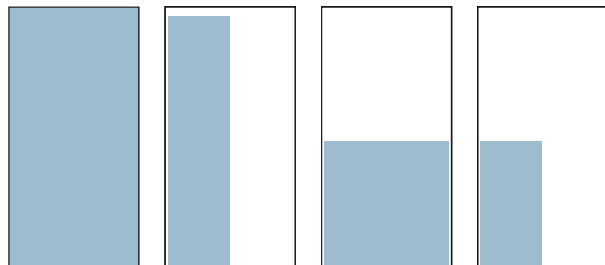
Six column broadsheet format. Page depth is 20 inches; column width: 1.56 inches (9.36 picas) wide with .167 inch gutters. Full page width is 10".

A 25% upcharge will be added to the weekly bill for guaranteed placement of ads.

GENERAL POLICIES

- Advertising taller than 18 inches will be billed for the full depth of the page.
- Earned and discounted rates are net to the newspaper.
- Earned and discounted rates apply only to those accounts in good standing.
- Accounts that fall 90 days past-due will lose the discounts and will be back-billed at the Local Open Rate.
- All advertisers are expected to pay in advance unless a credit application has been submitted and approved.
- Advertising that has the appearance of editorial copy will display the word "advertisement" plainly and prominently inside the ad.

Rate Card #2025-7-10

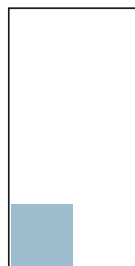


Full page

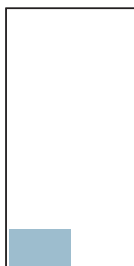
Half page
vertical

Half page
horizontal

Quarter page
vertical



Eighth page



3 col. x 3"



2 col. x 4"



2 col. x 2"

Hays Free Press

Full Page

6 col. x 20.125 inches
(10" w x 20.125" h)

One X = \$1291

Four X = \$1097

Thirteen X = \$1031

Half Page

6 col. x 10 inches
or 3 col. x 20.125 inches
(10" w x 10" h)

One X = \$645

Four X = \$550

Thirteen X = \$518

Quarter Page

3 col. x 10 inches
(4.9375" w x 10" h)

One X = \$330

Four X = \$289.50

Thirteen X = \$264

Eighth Page

3 col. x 5 inches
(4.9375" w x 5" h)

One X = \$172.50

Four X = \$146.60

Thirteen X = \$137.80

3 col. x 3 inches
(4.9375" w x 3" h)

One X = \$103.50

Four X = \$88

Thirteen X = 83

2 col. x 4 inches
(3.25" w x 4" h)

One X = \$92

Four X = \$78.25

Thirteen X = \$73.50

2 col. x 2 inches
(3.25" w x 2" h)

One X = \$46

Four X = \$39.25

Thirteen X = \$37

News-Dispatch

Full Page

6 col. x 20.125 inches
(10" w x 20.125" h)

One X = \$1103

Four X = 937

Thirteen X = 880

Half Page

6 col. x 10 inches
or 3 col. x 20.125 inches
(10" w x 10" h)

One X = \$540

Four X = \$459

Thirteen X = \$432

Quarter Page

3 col. x 10 inches
(4.9375" w x 10" h)

One X = \$280.50

Four X = \$238.50

Thirteen X = \$24

Eighth Page

3 col. x 5 inches
(4.9375" w x 5" h)

One X = \$144.75

Four X = \$123

Thirteen X = \$116

3 col. x 3 inches
(4.9375" w x 3" h)

One X = \$86.85

Four X = \$73.75

Thirteen X = \$69.50

2 col. x 4 inches
(3.25" w x 4" h)

One X = \$77.25

Four X = \$65.50

Thirteen X = \$61.50

2 col. x 2 inches
(3.25" w x 2" h)

One X = \$38.50

Four X = \$32.75

Thirteen X = \$30.75

Full color is available on all ads for an additional
\$2.50 per column inch. (15" minimum)

See Best of North
Hays County
results here

Hays Free Press News-Dispatch

HOME NEWS SPORTS OPINION CLASSIFIEDS/ADS PODCAST PHOTOS CURRENT ISSUE CONTACT US

Top Banner

728 x 90 • \$325

*Increase your
business exposure
with the*

**Hays Free Press
and**

News-Dispatch

online editions.

Rates are per month.

Weekly rates available
upon request.

Large Side Banner

300 x 250 • \$225

Small Side Banner

300 x 125 • \$125

SOCIAL MEDIA SPONSORED POST:

\$100/post

\$225/3 posts

\$300/5 posts

**Let us post your ad on
our social pages!**

*Includes Facebook,
Instagram and Twitter*

PUBLISHER:

Ashley Kontnier

publisher@bartonpublicationsinc.com

NEWSROOM:

news@haysfreepress.com

ADVERTISING:

ads@haysfreepress.com

sales@haysnewsdispatch.com

CLASSIFIEDS/PUBLIC NOTICES/CIRCULATION:

paper@haysfreepress.com

paper@haysnewsdispatch.com

HAYS FREE PRESS & NEWS-DISPATCH

113 W. CENTER STREET

KYLE, TX 78640

512-268-7862

WWW.HAYSFREEPRESS.COM

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