

BARTON PUBLICATIONS, INC.

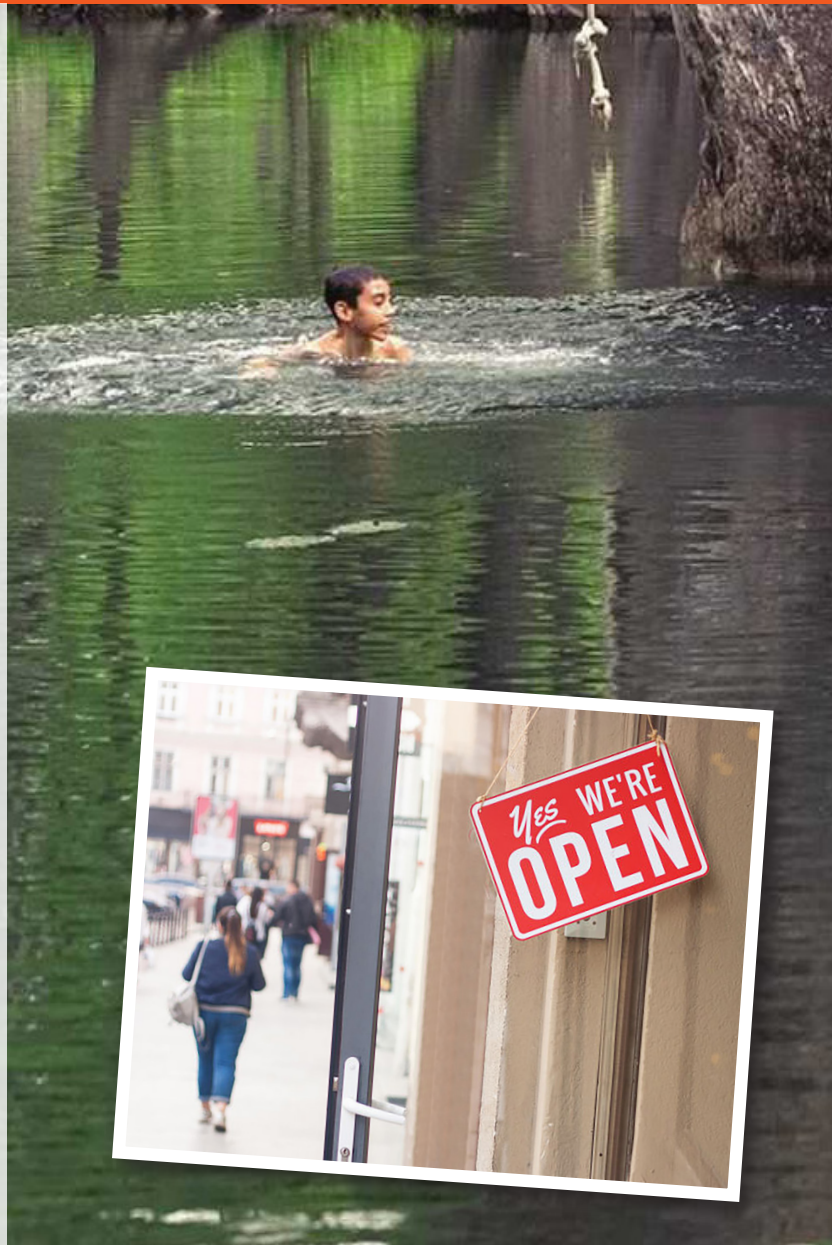
# Hays Free Press and News-Dispatch

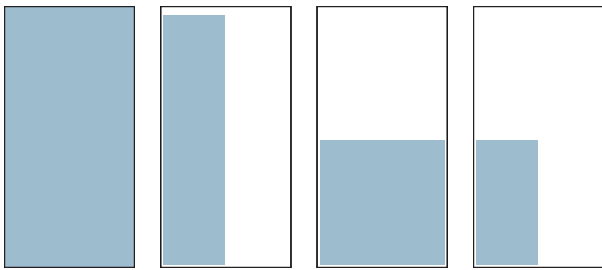
## CONSOLIDATED RATE SHEET

Barton Publications, which prints the *Hays Free Press*, the *News-Dispatch* and the *Hays County Echo*, is the oldest continuously family-run - and home grown - business in northern Hays County.

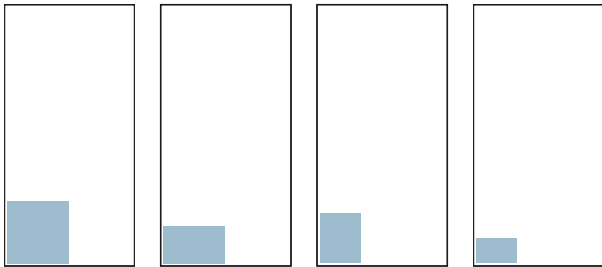
It is strong to this day, expanding coverage, adding new products and branching out in many ways.

Please contact us to talk about marketing, stories or to subscribe: 512-268-7862.





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 = \$204.50

**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

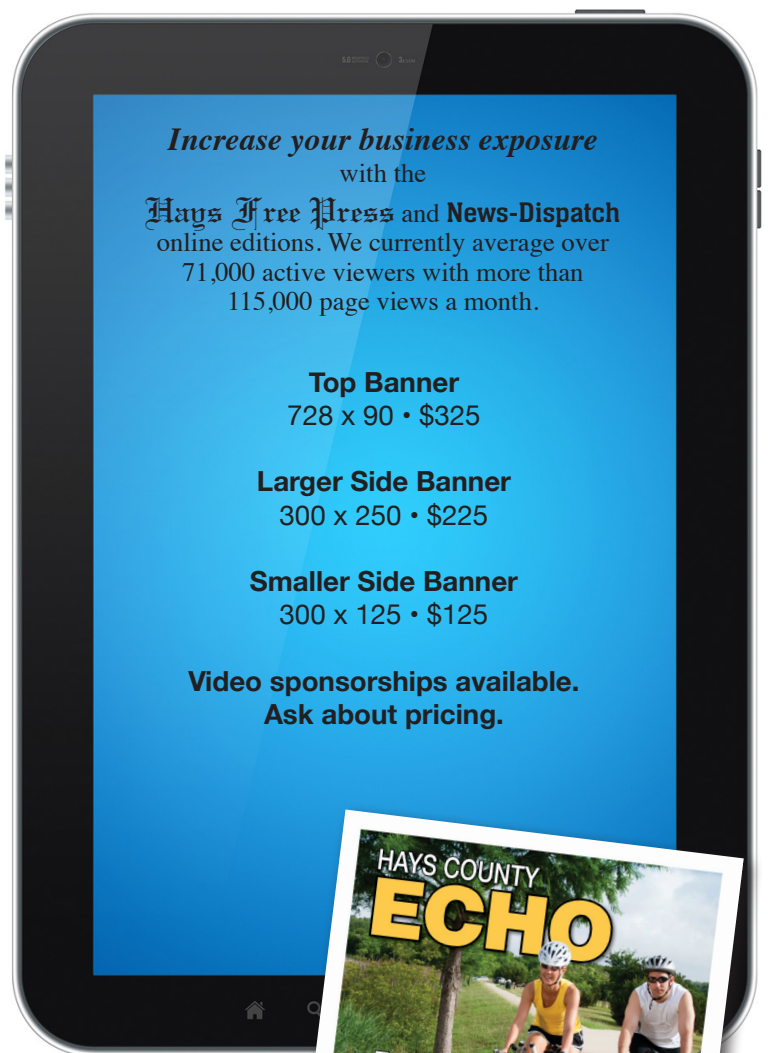
**2 col. x 4 inches**  
(3.25" w x 4" h)

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)



*Increase your business exposure*  
with the  
**Hays Free Press** and **News-Dispatch**  
online editions. We currently average over  
71,000 active viewers with more than  
115,000 page views a month.

**Top Banner**

728 x 90 • \$325

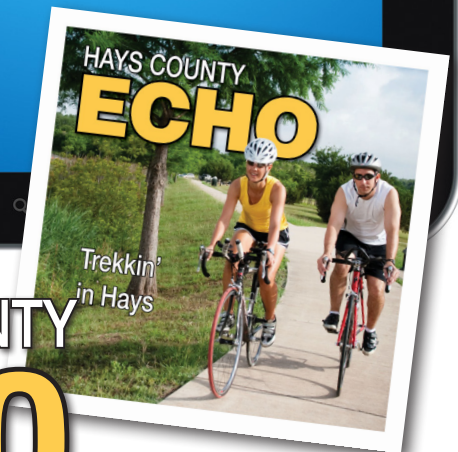
**Larger Side Banner**

300 x 250 • \$225

**Smaller Side Banner**

300 x 125 • \$125

**Video sponsorships available.**  
**Ask about pricing.**



**HAYS COUNTY**  
**ECHO**

**Advertise in the Hays County Echo – our quarterly feature tabloid – and reach homes in Buda, Kyle and Dripping Springs**

	1X	4X
Full Page .....	\$760	\$680
(10" w x 10" h)		
1/2 Page .....	\$450	\$380
(4.94" w x 10" h or 10" w x 4.8125" h)		
1/4 Page .....	\$225	\$191
(4.94" w x 4.8125" h)		
1/8 Page .....	\$165	\$140
(4.94" w x 2.4" or 2.375" w x 4.8125" h)		
Back Page Premium.....	\$1000	\$850
(10" w x 10" h)		
Inside Front Cover Premium.....	\$950	\$810
(10" w x 10" h)		

# DETAILS, DETAILS, DETAILS

## EARNED 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

## EARNED 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

- 20 Words.....\$8.00
- Additional Words ..... 50¢

Classified Display ads are charged at regular display rates, based on 6-column format (see Mechanical Requirements)

## 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.  
Bryan Eagle Commercial Printing  
1729 Briarcrest  
Bryan, Texas 77802  
(979) 731-4666
- 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

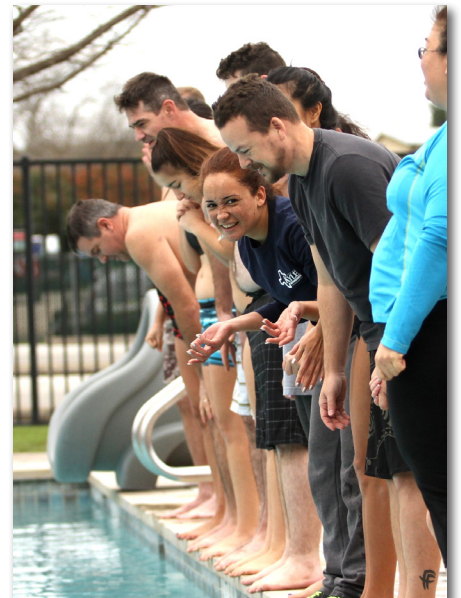
Six column broadsheet format. Page depth is 20 inches; column width: 1.56 inches (9.36 picas) wide with .167 inch gutters. Full page width is 10".

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 #2021-10-1



**BARTON PUBLICATIONS, INC.**

**Hays Free Press**

113 W. Center Street

Kyle, TX 78640

Phone: (512) 268-7862

[www.HaysFreePress.com](http://www.HaysFreePress.com)

[www.HaysNewsDispatch.com](http://www.HaysNewsDispatch.com)

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**Classifieds/Public Notice /  
Circulation Manager:**

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