



Fredericksburg Standard

-Radio Post

2024 DISPLAY ADVERTISING RATES

The Fredericksburg Standard-Radio Post is consistently judged in the top tier of community newspapers in the Lone Star State by the Texas Press Association.

DISPLAY ADVERTISING

OPEN RATE

| | |
|---------------------------------------|----------------|
| Non-Contract Advertising | \$15 col. /in. |
| One Page | \$1890 |
| 1/2 Page | \$945 |
| 1/4 Page | \$472.50 |
| Minimum Charge on Display Advertising | \$30 |

Publish Date:
Wednesday

NATIONAL (COMMISSIONABLE) RATE
DISPLAY ADVERTISING \$20.75/col. in.

DEADLINES

| | |
|-----------------------------------|-------------|
| Section A (Front) & B (Sports) | Monday 5pm |
| Section C (Scene) & D (Community) | Monday Noon |
| Section E (Real Estate) | Monday 4pm |
| Section F (Classified) | Tuesday 9am |
| Classified Business Directory | Monday 5pm |

RETAIL DISPLAY ADVERTISING RATES 2024

Advertising choices made easy - just select the right one for your needs! Choose from the most popular and effective sizes below and you're done.

COLOR PRICES: Full color \$10.00 per column inch (\$50 minimum/\$175 maximum; Spot color \$50)



MODULAR SIZE RATES

| | | | |
|---------------------------------------|--|--|--|
| FULL PAGE 10"x21" \$1890 | HALF PAGE 10"x10.5" \$945 | 1/4 PAGE 4.9375"x10.5" \$472.50 | 1/8 PAGE 4.9375"x5" \$225 |
|---------------------------------------|--|--|--|

MODULAR PRICING - MULTIPLE RUNS (12 week agreement)

| size | 1 run | 2x | 3x | 4x | 5x or more |
|-----------|----------|--------|--------|--------|------------|
| 1/8 pg | \$225 | \$214 | \$203 | \$193 | \$183 |
| 1/4 pg | \$472.50 | \$462 | \$438 | \$417 | \$396 |
| 1/2 pg | \$945 | \$900 | \$872 | \$829 | \$787 |
| full page | \$1890 | \$1775 | \$1745 | \$1657 | \$1575 |