

# The Post Dispatch

P.O. Box 426, Post City, Texas 79356

e-mail: [postcitydispatch@yahoo.com](mailto:postcitydispatch@yahoo.com) • 806-495-2816 or FAX 806-495-2059  
[www.thepostdispatch.com](http://www.thepostdispatch.com)

Published weekly on Fridays • Deadline Tuesdays at 5 p.m.

Paid Circulation: 1,650

Serving Readers in Garza, Lubbock, Lynn, Borden and Kent Counties

Display Advertising Rates:

	Per Column Inch
Ad Every Week 52 Weeks	\$6.00
Ad at least 4 consecutive issues	\$7.00
Multiple Run Ads may vary content and sizes	
All Other Display Advertising	\$8.00
* Advertising Agency Commissionable Rate = \$8.00 Per Column Inch (15% discount when paid in full within 30 days)	
Pre-Print Inserts (1,650)	Flat Rate: \$300.00
Regular Weekly Features (Advertisers Qualify for Every Week Display Ad Rate)	
Devotional Page - \$15 every week • Brain Boost - \$10 per week	

Classified Word Rate: \$.75 cents per word (minimum 10 words)

Column Widths:

1 col.	1.8"
2 col.	3.75"
3 col.	5.75"
4 col.	7.75"
5 col.	9.6"
6 col.	11.75"

Commonly used display ad sizes and cost (One Time Only Rate)

Business Card Size	2 x 2	\$32
	2 x 5	\$80
1/8 page	3 x 5	\$120
1/4 page	3 x 10.5	\$252
1/2 page	6 x 10.5	\$504
Full page*	6 x 21	\$1008
Page 1 Banner	2 col. x 2.5"	\$100 (Includes Full Color)
	6 col. x 2"	\$300 (Includes Full Color)

Color Charges:

Full Color	\$100
Spot Color	\$50 (each)

\* Full Color or Spot Color FREE for full page ads

Advertising Rates Effective January 1, 2008

Accepting payments by mail or PayPal

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