Marlin Democrat THE ROSEBUD NEWS **Advertising Rate Card**

Effective January 2020

Run of Paper

Open Rate:

Combo Rate: Cont. Combo Rate:

\$7.10 per column inch. **\$10.75** per column inch. Continuous Open Rate: \$6.60 per column inch. **\$10.25** per column inch. Ad run minimum of 13 weeks or more

Classified Display

Open Rate:

\$10.10 per column inch. Continuous Open Rate: \$9.25 per column inch. Ad run minimum of 13 weeks or more

Mechanical Sizes

ROP (Run of Paper)

300 dpi

1 Column = 1.69 in2 Column = 3.55 in3 Column = 5.41 in4 Column = 7.27 in5 Column = 9.13 in6 Column = 11 inCLASSIFIED DISPLAY 1 Column = 1.23 in2 Column = 2.62 in3 Column = 4.02 in4 Column = 5.41 in5 Column = 6.81 in

300 dpi

- 6 Column = 8.20 in
- 7 Column = 9.60 in
- 8 Column = 11 in

SPECIAL DISPLAY

300 dpi

8.85 in. x 1.5 in Page 1 Top Banner Page 1 Bottom 3.55 in. x 2 in 3.25 in x 2.00 in. Sudoku Puzzle Crossword - Signature style (3 lines) Around Town - No larger than 6 in. tall

WEBSITE ADVERTISING

Top Banner Bottom Banner Left Side

728 px X 90 px 728 px X 90 px 160 px X 120 px

CLASSIFIED LINE ADS

\$12.50 for the first 10 words. 50 cents per word after. Per week.

251 Live Oak St., Marlin 254-883-2554 publisher@marlindemocrat.com Monday - Friday 9 a.m. to 5 p.m.