

# HOWELL COUNTY NEWS

## *Advertising Rates 2021*

*Effective December 1, 2020*

### CONTACT INFORMATION

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**Howell County News**

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**Office Hours:**

Tues. 9:00 a.m. to 1:00 p.m.  
Wed. - Fri. 9:00 a.m. to 5:00 p.m.

### GENERAL POLICIES

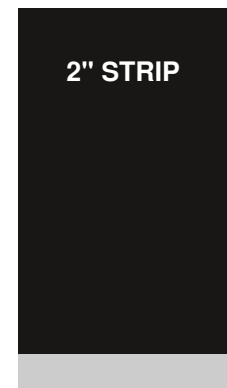
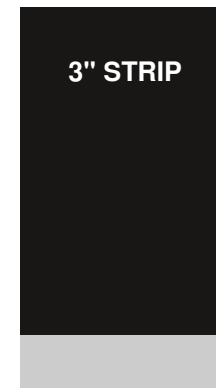
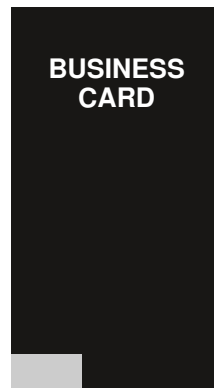
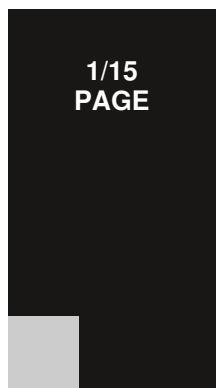
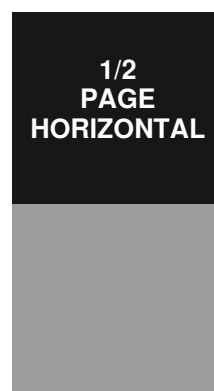
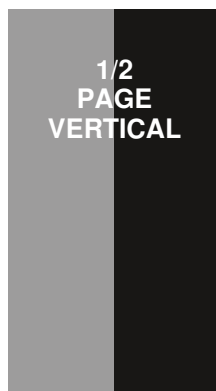
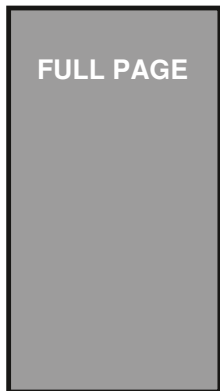
1. The publisher reserves the right to accept, classify, cancel, edit or reject any advertising copy submitted and to place the word "Advertisement" on any ad.
2. The publisher will not be responsible for and shall incur no liability for errors or misprints beyond cancellations of the charges or publishing a correction in a space equal to that occupied by the error.
3. The Publisher cannot be held liable for errors that occur when copy is received by telephone.
4. Charges for advertising space are payable with the order unless the advertiser or his agency has established credit with the publisher. If a customer fails to pay within 30 days any amount due under this agreement, the publisher reserves the right to cancel this agreement and all advertising, and to recover from the customer, in addition to the amount due, reasonable costs of collection including attorney's fees and costs of litigation. Late fees of 1.5% will be applied to invoices 30 days past due.
5. The advertiser assumes full and complete responsibility for advertising content that is published. The advertiser shall indemnify and hold the publisher harmless against any demands, claims or liability arising from the publication of said advertising copy. The advertiser shall reimburse the publisher in settlement of claims or in satisfaction of judgements obtained by reason of the publication of such advertising copy together with all expenses incurred in connection therewith including, but not limited to, attorney's fees and costs of litigation.
6. Political advertising and "Going Out of Business" advertising is accepted only with payment in advance.

# CLASSIC PRICING

## HOWELL COUNTY NEWS

Representing a NonProfit? Ask for NonProfit pricing.

Size	Columns x Inches	Specs	Color Pricing	B/W Pricing
Full Page	6 X 20"	11" X 20"	870.00	720.00
1/2 Page	3 X 20" or 6 X 10"	5.42" X 20" or 11" X 10"	475.00	375.00
1/4 Page	3 X 10" or 6 X 5"	5.42" X 10" or 11" X 5"	252.50	202.75
1/8 Page	3 X 5"	5.42" X 5"	133.75	108.75
1/12 Page	2 X 5"	3.56" X 5"	97.50	72.50
1/15 Page	2 X 4"	3.56" X 4"	83.00	58.00
Business Card	2 X 2"	3.56" X 2"	39.00	29.00
3" Strip	6 X 3"	11" X 3"	170.50	130.50
2" Strip	6 X 2"	11" X 2"	117.00	87.00



\*We can build an ad to fit any budget. Ask about custom pricing.\*

# CUSTOM PRICING

## HOWELL COUNTY NEWS

### Advertising Rates per column inch (black and white)

Inches	1x	Annual	Add Color
1-30	7.25	6.00	20.00-50.00
30-55.5	6.75	5.75	75.00
60-71.5	6.25	5.25	100.00
72-120	6.00	5.00	150.00

*Ask about regular advertiser rates.*

### Classifieds

\$7 for first 20 words • 10¢ for each word after Classified ads run in next week's Howell County News, and on the Howell County News web site at howellcountynews.com. Start your classified any day of the week online for \$10. It will run in the next paper. Maximum 30 words.

### Directory Advertisements (Business & Church)

Advertisements in the business directory cost \$7.75 per week.

Advertisements in the church directory are \$12.00 per week.

### Legal Notices

\$4.75 per column inch

Legal notices are run in 8 point Arial type, with leading of 8.5. For sizing and pricing of advertisements prior to run date, please send to editor@howellcountynews.com. There is no current charge for affidavits and tearsheets provided with statement. If at some point affidavits no longer can be obtained free of charge by the newspaper, that fee will be passed on directly to the customer.

### Obituaries

\$15 Text with photo

\$10 Text only

Obituaries run in 9 point Arial type.

### Other Rates

#### Non-profit rates

\$5.00 per column inch

#### Circular Inserts

Full local distribution: 2,000

Complete run distribution 2,300

Weekly inserts of any tab count or Single Sheet 0.065

4-tab/2 std 0.075

8 tab/4 std 0.075

12 tab/6 std 0.085

16 tab/8 std 0.085

20 tab/10 std 0.095

24 tab/12 std 0.105

#### E-mail rates

\$6.25 per column inch for print-ready ads composed by the advertiser and provided in electronic format. Send ads to ads@howellcountynews.com

#### Logo Design

\$75 custom design with three revisions. Two versions of a custom design with three revisions. Additional revisions \$15.00.

**Ask about our other graphic design services.**