

HOWELL COUNTY NEWS

Advertising Rates 2026

Effective August 1, 2026

CONTACT INFORMATION

Amanda Mendez
Editor in Chief and Publisher
editor@howellcountynews.com

Ron Mendez
Art Director
ads@howellcountynews.com

Aux Arcs Homestead Publishing, LLC
Howell County News
110 W. Main St.
Willow Springs, MO 65793
417-252-2123

Office Hours:
Tues. - Fri. 9:00 a.m. to 5:00 p.m.

GENERAL POLICIES

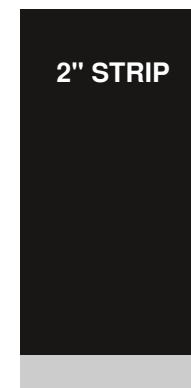
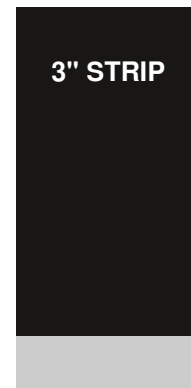
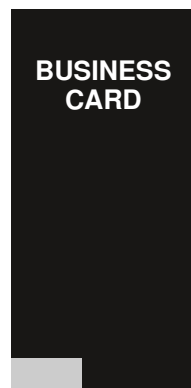
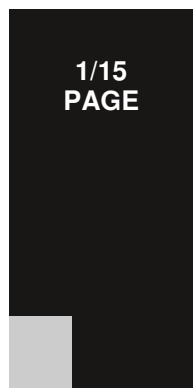
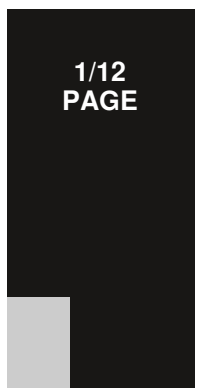
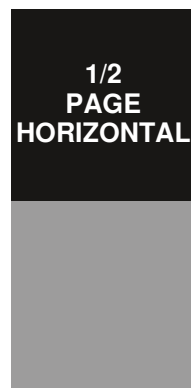
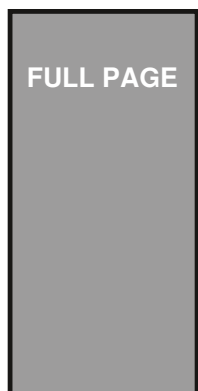
1. The publisher reserves the right to accept, classify, cancel, edit or reject any advertising copy submitted and to place the word "Advertisement" on any ad.
2. The publisher will not be responsible for and shall incur no liability for errors or misprints beyond cancellations of the charges or publishing 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 judgments obtained by reason of the publication of such advertising copy together with all expenses incurred in connection there with 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.
7. Legal publications must be paid in full prior to the release of an affidavit of publication.

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 20.5"	10" x 20.5"	885.00	738.00
1/2 Page	3 x 20.5" or 6 x 10.25"	4.937" x 20.5" or 10" x 10.25"	493.00	411.00
1/4 Page	3 x 10.25" / 6 x 5.125"	4.937" x 10.25" / 10" x 5.125"	268.00	224.00
1/8 Page	3 x 5.125"	4.937" x 5.125"	144.00	120.00
1/12 Page	2 x 5.125"	3.25" x 5.125"	96.00	80.00
1/15 Page	2 x 4.1"	3.25" x 4.1"	77.00	64.00
Business Card	2 x 1.857"	3.25" x 1.857"	42.00	32.00
3" Strip	6 x 3"	10" x 3"	172.00	144.00
2" Strip	6 x 2"	10" x 2"	117.00	96.00



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	8.00	6.00	Add
30-55.5	7.45	5.75	20%
60-71.5	6.85	5.25	
72-120	6.15	5.00	

Ask about discounts for placing four or more ads.

Classifieds

Print Only: \$10 for first 20 words and 15¢ for each word thereafter. Classified ads run in next available Howell County News and online at howellcountynews.com. Classified display rate: \$10 per column inch.

Express Classified: Start your classified any day of the week online for \$10 for the first 20 words and 15¢ for every additional word. It will run in the next print edition.

Business Directory

Advertisements in the business directory cost \$12.00 per week- includes a FREE Facebook advertorial post.

Church Directory

Advertisements in the church directory are \$15.00 per week.

Legal Notices

\$8.50 per column inch

Legal notices are run in 8 point Arial type, with leading of 9. 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.

Disclaimer: Political entities that present bills for records will be charged the maximum allowable fee under Missouri state law.

Obituaries

\$15 Text with photo. (\$10 Text only)

These flat fees are capped 500 words, or 6 vertical inches, whichever comes first.

Obituaries of 501 - 1,000 words will be subject to a flat fee of \$50.00. If you have questions about the length of an obituary, please request a quote at the time of submission. For submissions longer than 1,000 words, contact the news office for individual pricing. Obituaries run in 9 point Arial type.

Other Rates

Non-profit rates

\$6.50 per column inch

Circular Inserts

Full local distribution: 2,000

Complete run distribution 2,300

Weekly inserts of any tab count or Single Sheet 0.07

4-tab/2 std 0.08

8 tab/4 std 0.08

12 tab/6 std 0.095

16 tab/8 std 0.095

20 tab/10 std 0.10

24 tab/12 std 0.12

Graphic Design Services

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

Ask about logos, business cards, flyers, event programs, vinyl banners, static clings, stationery, and signage.