

Barton Publications, Inc.

# Hays Free Press

and

# News-Dispatch

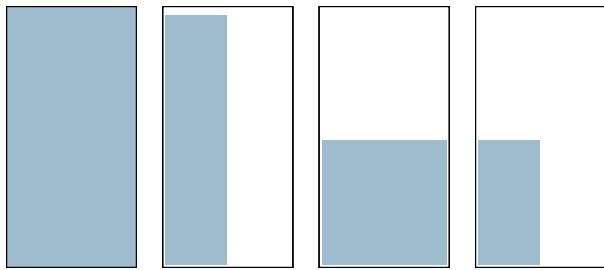
## CONSOLIDATED RATE SHEET

Barton Publications, which prints the *Hays Free Press*, the *News-Dispatch* and the *Hays County Echo*, is the oldest continuously family-run – and home grown – business in northern Hays County.

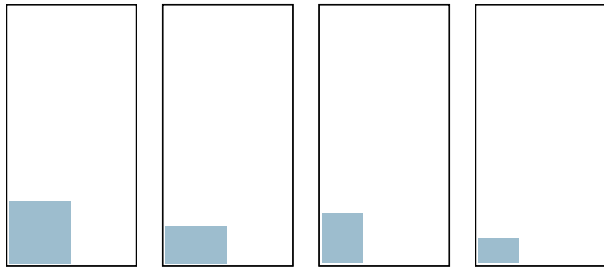
It is strong to this day, expanding coverage, adding new products and branching out in many ways.

Please contact us to talk about marketing, stories or to subscribe: 512-268-7862.





Full page      Half page vertical      Half page horizontal      Quarter page vertical



Eighth page      3 col. x 3"      2 col. x 4"      2 col. x 2"

**Hays Free Press**

**Full Page**

6 col. x 20.125 inches  
(10" w x 20.125" h)  
One X = \$1165  
Four X = \$990.25  
Thirteen X = \$932

**Half Page**

6 col. x 10 inches  
or 3 col. x 20.125 inches  
(10" w x 10" h)  
One X = \$585  
Four X = \$497.25  
Thirteen X = \$468

**Quarter Page**

3 col. x 10 inches  
(4.9375" w x 10" h)  
One X = \$315  
Four X = \$267.75  
Thirteen X = \$252

**Eighth Page**

3 col. x 5 inches  
(4.9375" w x 5" h)  
One X = \$158  
Four X = \$134.30  
Thirteen X = \$126.40

**3 col. x 3 inches**  
(4.9375" w x 3" h)

One X = \$95  
Four X = \$80.75  
Thirteen X = \$76

**2 col. x 4 inches**  
(3.25" w x 4" h)

One X = \$84  
Four X = \$71.40  
Thirteen X = \$67.20

**2 col. x 2 inches**  
(3.25" w x 2" h)

One X = \$42  
Four X = \$35.70  
Thirteen X = \$33.60

**News-Dispatch**

**Full Page**

6 col. x 20.125 inches  
(10" w x 20.125" h)  
One X = \$1008  
Four X = \$856.80  
Thirteen X = \$806.40

**Half Page**

6 col. x 10 inches  
or 3 col. x 20.125 inches  
(10" w x 10" h)  
One X = \$495  
Four X = \$420.75  
Thirteen X = \$396

**Quarter Page**

3 col. x 10 inches  
(4.9375" w x 10" h)  
One X = \$262.50  
Four X = \$223.12  
Thirteen X = \$210

**Eighth Page**

3 col. x 5 inches  
(4.9375" w x 5" h)  
One X = \$131.25  
Four X = \$111.56  
Thirteen X = \$105

**3 col. x 3 inches**  
(4.9375" w x 3" h)

One X = \$78.75  
Four X = \$66.94  
Thirteen X = \$63

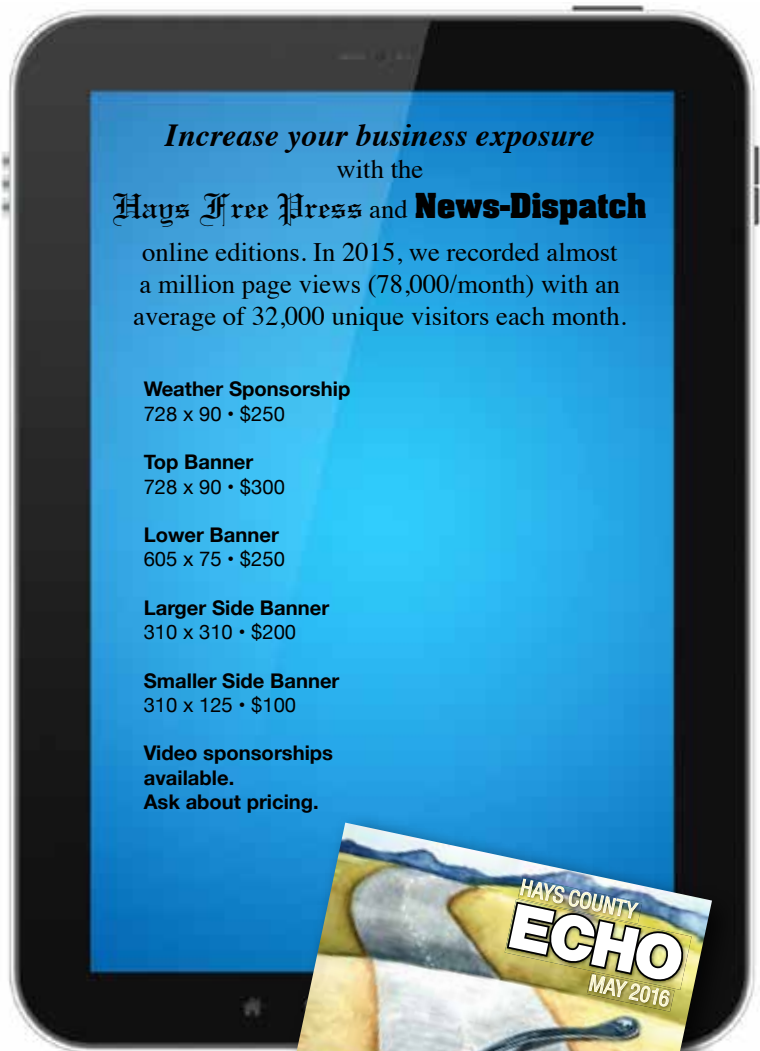
**2 col. x 4 inches**  
(3.25" w x 4" h)

One X = \$70  
Four X = \$59.50  
Thirteen X = \$56

**2 col. x 2 inches**  
(3.25" w x 2" h)

One X = \$35  
Four X = \$29.75  
Thirteen X = \$28

Full color is available on all ads for an additional \$2.50 per column inch. (15" minimum)



**HAYS COUNTY ECHO**

**Advertise in the Hays County Echo – our monthly feature tabloid – and reach homes in Buda, Kyle and Dripping Springs**

<b>Full page</b> .....	\$760
10" w x 10" h	
<b>1/2 page</b> .....	\$400
4.94" w x 10" h or 10" w x 4.8125" h	
<b>1/4 page</b> .....	\$210
4.94" w x 4.8125" h	
<b>1/8 page</b> .....	\$150
4.94" w x 2.4" or 2.375" w x 4.8125" h	
<b>Back page premium</b> .....	\$960
10" w x 10" h	
<b>Inside front cover premium</b> .....	\$900
10" w x 10" h	





## DETAILS, DETAILS, DETAILS

### EARNED RATES FOR HAYS FREE PRESS

Retail and Classified Display earned rates are based on number of column inches per insertion. Bulk contracts are available.

Local Open Rate .....	10.50
31-50" .....	10.00
51-90" .....	9.75
91-120" .....	9.50
121-168" .....	9.25
169" + .....	8.75

### EARNED RATES FOR NEWS-DISPATCH

Display earned rates are based on the number of column inches per insertion. Bulk contracts available.

Agency Rate .....	10.25
2-19" .....	8.75
20-50" .....	8.50
51-90" .....	8.25
91-126" .....	8.00

### FREQUENCY DISCOUNTS

#### Contract Discount:

- 13 or more consecutive insertions earn a 20% discount off the earned rate.

### COLOR

Full color is available on all ads for an additional \$2.50 per column inch. (15" minimum)

### CLASSIFIEDS

- 20 Words.....\$8.00
- Additional Words..... 50¢

Classified Display ads are charged at regular display rates, based on an 6-column format (see Mechanical Requirements)

### SPECIALTY PAGES

All ads in these pages require a 13-week minimum contract.

- Church Directory .....\$13/week
- Service Directory.....\$25/week
- Business listing on Church Page .....
- .....\$13/week

### PRE-PRINTED INSERTS

All Inserts are billed for the full run

Up to .25 oz .....	\$285
to .5 oz.....	\$350
to 1 oz.....	\$420
to 1.5 oz.....	\$450
to 2 oz.....	\$525
Over 2 oz .....	Call for Quote

- Finished insert size cannot exceed 10.5" x 12"
- Inserts must arrive at our press no later than 5 p.m. Friday the week prior to publication.  
Bryan Eagle Commercial Printing  
1729 Briarcrest  
Bryan, Texas 77802
- Please call for rates for inserting bulky, undersized coupon books.

### DEADLINES

The deadline for display advertising in the *Hays Free Press* is 5 p.m. Friday the week prior to publication; classified advertising deadline is noon Monday the week of publication.

### ACCEPTABLE MATERIALS

Advertisers who produce and provide their own ads should submit Adobe Acrobat PDF files, at 210 dpi with all fonts embedded.

If color, files must also be CMYK, with no four-color black text.

### MECHANICAL REQUIREMENTS

Six column broadsheet format. Page depth is 20 inches; column width: 1.56 inches (9.36 picas) wide with .167 inch gutters. Full page width is 10".

A 25% upcharge will be added to the weekly bill for guaranteed placement of ads.

### GENERAL POLICIES

- Advertising taller than 18 inches will be billed for the full depth of the page.
- Earned and discounted rates are net to the newspaper.
- Earned and discounted rates apply only to those accounts in good standing.
- Accounts that fall 90 days past-due will lose the discounts and will be back-billed at the Local Open Rate.
- All advertisers are expected to pay in advance unless a credit application has been submitted and approved.
- Advertising that has the appearance of editorial copy will display the word "advertisement" plainly and prominently inside the ad.

The background of the page is a photograph of a sunset. The sky is a gradient of orange and yellow, with a bright sun low on the horizon. In the foreground, there are dark silhouettes of a large crowd of people. To the left, a building is partially visible, with a few windows lit up. Power lines stretch across the middle of the image.

**BARTON PUBLICATIONS, INC.**

**Hays Free Press**

113 W. Center Street  
Kyle, TX 78640  
Phone: (512) 268-7862  
Fax: (512) 268-0262  
www.HaysFreePress.com

**News-Dispatch**

800 W. Hwy 290  
Bldg. D, Ste. 300 F  
Dripping Springs, TX 78620  
Phone: 512-268-7862  
Fax: 512-268-0262  
www.HaysNewsDispatch.com

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