

Iowa Park Journal



(940) 592-9192 • FAX (940) 592-5700 • 121 W. Park • Iowa Park, Texas 76367

Published Weekly on Thursdays • Paid Circulation

Advertising Rate Schedule Effective January 1, 2024

PERSONNEL

Editor: Daniel Walker
Publisher: Charles Ashley
Office Manager: Sabrina Ramsey
Sales: Jessie James
Graphics: Christi Jouett

AGENT DISCOUNT

15% commission and 2% cash discount allowed established advertising agencies paying open rate when paid by the 20th of the following month.

POLICY

The newspaper will not be responsible for copy omission, typographical errors or any unintentional errors that may occur in advertising other than to correct in the next issue after error is brought to our attention. The newspaper reserves the right to edit or reject at option any advertising at any time. All advertising is payable in advance unless the advertiser has established credit. All accounts are billed monthly and due by the 20th of the following month. Earned discounts apply only when accounts are paid in full by the 20th of the month. The Clay County Leader reserves the right to edit or reject at option any advertising at any time.

RETAIL DISPLAY ADVERTISING RATES

Open Rate: Local & National, per column inch.....\$7.77
(Commissionable)
Local Rate Per Col. Inch.....\$7.00
(Non-Commissionable)

Rates based on space purchased per issue. Earned Rate Discounts are allowed on accounts paid by the 20th of the month following the date of insertion. Rates are subject to revision at any time without notice.

DEADLINES

Retail Display Advertising: 12 p.m. Monday
Classified Display Advertising: 12 p.m. Monday
Classified Word Ads: 12 p.m. Monday

COLOR/PREPRINT INSERT RATES

Spot Color: \$85.00 per plate
Process Color: \$150.00

Preprint Insert Rates:

Full Circulation (2800 Distribution).....\$218

Dimensions may not exceed 11" x 12"

Deadline: 10 days in advance of insertion

MECHANICAL MEASUREMENTS

Retail and Classified

1 Column.....1.833"
2 Columns.....3.792"
3 Columns.....5.750"
4 Columns.....7.708"
5 Columns.....9.667"
6 Columns.....11.625"
Page Depth.....21"

Internet Transmission Requirements: PDF or TIF file
with PC Format

SPECIAL RATES

Legal Rate:.....47 cents per word

CLASSIFIED ADVERTISING

Word Ad Rate: Per Word.....50¢
(Minimum \$7.00)

Classified Display Rates: Per Col. Inch.....\$6.60
(Minimum \$13.21)
Multi Issue....Per col. inch \$6.34
(Minimum 6 inch ad with
consecutive runs)

Real Estate Display Rates: Per Col. Inch.....\$6.60

POLITICAL ADVERTISING

Political advertisements are at the earned rate, payable in advance, and must conform to all state, federal & newspaper requirements.