

# WEB Ad Rates for [www.jacksboronewspapers.com](http://www.jacksboronewspapers.com)

| PAGES              | Ad Name                    | Size (in pixels) | Position                                     | Price*                |
|--------------------|----------------------------|------------------|--|-----------------------|
| <b>Home</b>        | Leaderboard                | 970x90           | Very Top Of Page                             | <b>\$40</b>           |
| <b>News</b>        | Cube 1                     | 300x600          | Top Ad On Right Rail                         | <b>\$30</b>           |
|                    | Cube 2                     | 300x250          | 2nd Ad On Right Rail                         | <b>\$25</b>           |
|                    | Cube 3                     | 300x250          | 3rd Ad On Right Rail                         | <b>\$20</b>           |
|                    | Prestitial/Interstitial    | 640x480          | Opens Before Page (Prestitial is Home ONLY)  | <b>\$75wk/\$150mo</b> |
|                    | Wallpaper                  | 300x900 (2)      | Outside Right and Left Edges                 | <b>\$75wk/\$150mo</b> |
|                    | Floating Hand              | 300x250/88x88    | (Home ONLY)                                  | <b>Call</b>           |
|                    | Peelback Ad                | 250x250/800x800  | From Corner, Expands to Large Ad (Home ONLY) | <b>Call</b>           |
|                    | Sliding Billboard w/Pencil | 970x30/970x250   | Just Under Top Navigation Bar                | <b>\$75wk/\$150mo</b> |
| <b>Sports</b>      | Leaderboard                | 970x90           | Very Top Of Page                             | <b>\$40</b>           |
|                    | Cube 1                     | 300x600          | Top Ad On Right Rail                         | <b>\$30</b>           |
|                    | Cube 2                     | 300x250          | 2nd Ad On Right Rail                         | <b>\$25</b>           |
|                    | Cube 3                     | 300x250          | 3rd Ad On Right Rail                         | <b>\$20</b>           |
|                    | Interstitial               | 640x480          | Opens before                                 | <b>\$75wk/\$150mo</b> |
|                    | Wallpaper                  | 300x900 (2)      | Outside Right and Left Edges                 | <b>\$75wk/\$150mo</b> |
|                    | Sliding Billboard w/Pencil | 970x30/970x250   | Just Under Top Navigation Bar                | <b>\$45</b>           |
| <b>Lifestyles</b>  | Leaderboard                | 970x90           | Very Top Of Page                             | <b>\$20</b>           |
| <b>Calendar</b>    | Cube 1                     | 300x600          | Top Ad On Right Rail                         | <b>\$15</b>           |
| <b>Weather</b>     | Cube 2                     | 300x250          | 2nd Ad On Right Rail                         | <b>\$10</b>           |
| <b>Classifieds</b> | Cube 3                     | 300x250          | 3rd Ad On Right Rail                         | <b>\$10</b>           |
| <b>Obituaries</b>  | Interstitial               | 640x480          | Opens Before Page                            | <b>\$75wk/\$150mo</b> |
|                    | Wallpaper                  | 300x900 (2)      | Outside Right and Left Edges                 | <b>\$75wk/\$150mo</b> |
|                    | Sliding Billboard w/Pencil | 970x30/970x250   | Just Under Top Navigation Bar                | <b>\$50</b>           |

\*Charges are monthly for 3 months except for special event pricing on the Floating Hand, Peelback, Navigation Bar and Sliding Billboard ads

**SEO** (Search Engine Optimization)

**\$10 first ad/ \$4 each additional ad per month**

**SEM** (Search Engine Marketing)

**Call for More Information**

**Custom Websites Available**  
**Call for More Information**

## PRINT Advertising Rates for Jacksboro Newspapers

| Col. Inch Rate / pci |                |
|----------------------|----------------|
| OPEN RATE            | <b>\$7.55</b>  |
| Repeat 2x            | <b>\$6.90</b>  |
| Repeat 3x            | <b>\$6.50</b>  |
| Repeat 4x            | <b>\$6.10</b>  |
| Combination          | <b>\$3.65</b>  |
| All 6 Papers         | <b>\$22.00</b> |
| Non-Profit           | <b>\$6.05</b>  |

| Contract Display / pci |               |
|------------------------|---------------|
| By Volume              |               |
| 250 inches             | <b>\$6.50</b> |
| 500 inches             | <b>\$6.10</b> |
| 1,000 inches           | <b>\$5.30</b> |
| 3,500 inches           | <b>\$5.00</b> |
| By Frequency           |               |
| 13 insertions          | <b>\$5.75</b> |
| 26 insertions          | <b>\$5.40</b> |
| 52 insertions          | <b>\$5.30</b> |
| 104 insertions         | <b>\$5.00</b> |

| Specialty Rates      |                    |
|----------------------|--------------------|
| Church Directory     | <b>\$9.25</b>      |
| Entertainment        | <b>\$5.00</b>      |
| Public Notices       | <b>\$6.05</b>      |
| Business Directory 1 | <b>\$8.10/ea.</b>  |
| Business Directory 2 | <b>\$16.20/ea.</b> |
| Political (Pre-paid) | <b>\$7.55</b>      |
| National             | <b>\$7.55</b>      |

| Pick-Up Rates / pci |               |
|---------------------|---------------|
| Graham              | <b>\$5.65</b> |
| Breckenridge        | <b>\$4.75</b> |
| Olney               | <b>\$3.45</b> |
| Lake                | <b>\$3.45</b> |
| Shopper             | <b>\$4.40</b> |

Pre-Print Inserts **\$85 cpm**

|                |              |
|----------------|--------------|
| Full Color     | <b>\$99</b>  |
| Spot (Primary) | <b>\$50</b>  |
| Spot (Custom)  | <b>\$132</b> |

Page 1 Banner **\$72/issue**  
Classifieds **\$7.50/15 words**  
(40¢ per over 15)

## Jacksboro Newspapers

212 N. Church Street, Jacksboro, TX 76449 • 940.567.2616 • [advmgr@jacksboronewspapers.com](mailto:advmgr@jacksboronewspapers.com)