

ROP Rates

Main News • South Texas Living • Youth/Sports • Agriculture • Classifieds

We offer professional, quality design at no additional cost. Proofs will be shown to advertisers only when requested and when copy has been turned in before deadline. Advertiser may then request to see corrected proof (only 2 proofs will be shown.) Changes after the ad has been designed, set, and not run will be charged \$30 per hour. Charges may apply for sending and/or creating ads for other publications. WCN, Inc. will not be held responsible for errors made in the electronic transmissions or errors in other publications.

NOTE: Ad layout and copy prepared by paid employees of the Wilson County News are the property of the Wilson County News and cannot be reproduced in other media without the expressed consent of the publisher.

Ad sizes

Ad sizes are based on column width by height. Height is in inches. The column width chart is as follows:

6-Column widths
Inches -
Depth = 20.5"
1 col. = 1.5733"
2 col. = 3.2467"
3 col. = 4.92"
4 col. = 6.5933"
5 col. = 8.2667"
6 col. = 9.94"

Full Page (6x20.5") \$1,461.09
 1/2 Page (6x10) \$769.80
 or (3x20.5) \$789.04
 1/4 Page (3x10) \$384.90
 1/8 Page (3x5) \$192.45

Special Contract Rates

Size	1 Week (\$12.83)	With SEO	4 Weeks (\$11.58)	With SEO	13 Weeks (\$10.31) Must prepay	With SEO Must prepay
2x1	\$25.66	\$33.66	\$92.64	\$120.64	\$268.06	\$333.06
1x3	\$38.49	\$46.49	\$138.96	\$166.96	\$402.09	\$467.09
2x2	\$51.32	\$59.82	\$185.28	\$215.28	\$536.12	\$607.62
1x5	\$64.15	\$72.65	\$231.60	\$261.60	\$670.15	\$741.65
2x3	\$76.98	\$85.48	\$277.92	\$307.92	\$804.18	\$875.68
2x4	\$102.64	\$111.64	\$370.56	\$402.56	\$1,072.24	\$1,150.24
3x3	\$115.47	\$124.97	\$416.88	\$450.88	\$1,206.27	\$1,290.77
2x5	\$128.30	\$137.80	\$463.20	\$497.20	\$1,340.30	\$1,424.80
3x4	\$153.96	\$163.96	\$555.84	\$591.84	\$1,608.36	\$1,699.36
2x7	\$179.62	\$189.62	\$648.48	\$684.48	\$1,876.42	\$1,967.42
3x5	\$192.45	\$204.45	\$694.80	\$734.80	\$2,010.45	\$2,107.95
2x8	\$205.28	\$217.28	\$741.12	\$781.12	\$2,144.48	\$2,241.98
3x6	\$230.94	\$242.94	\$833.76	\$873.76	\$2,412.54	\$2,510.04
2x10	\$256.60	\$268.60	\$926.40	\$966.40	\$2,680.60	\$2,778.10
3x7	\$269.43	\$282.43	\$972.72	\$1,016.72	\$2,814.63	\$2,918.63
3x8	\$307.92	\$320.92	\$1,111.68	\$1,155.68	\$3,216.72	\$3,320.72
3x9	\$346.41	\$359.41	\$1,250.64	\$1,294.64	\$3,618.81	\$3,722.81
3x10	\$384.90	\$384.90	\$1,389.60	\$1,389.60	\$4,020.90	\$4,020.90

Directory Ads

Services, Medical and Professional Directory:
 Minimum run 4 weeks.
 \$8.42 per column inch.
 Prices are for 4-week run:

2x1 Ad **\$67.36**
 2x2 Ad **\$134.72**
 2x3 Ad **\$202.08**













*All directory ads are 2.35" wide
 Directory listing ads (2 lines only)
 are \$155.22 for 26 weeks.*



Enhance Your Ad

✓ Add Spot Color for \$70 extra per week

Spot color means one color. A spot color can be selected from the following color chart:

Cyan (71)	
Magenta (72)	
Yellow (73)	
Medium Red (74)	
Cerise (76)	
Dark Purple (77)	
Blue (701)	
Green (702)	
Medium Orange (703)	
Red (704)	
Teal (736)	
Red-Orange (755)	

✓ Add Full Color for \$150 extra per week

Colors may not exactly match the shades on this page due to the process of printing on newsprint.