

## 1/4 Page Ad

5.25" x 10.5"

\$126 per run

## 1/16 Page Ad

3.46" x 4"

\$32 per run

## 1/32 Page Ad

1.67"x4"

\$16 per run

Other Popular Sizes:

1/2 Page \$252

Full Page \$504

## 1/32 Page Ad

3.46" x 2"

\$16 per run

## 1/8 Page Ad

5.25" x 5"

\$60 per run

We have  
ad sizes  
to fit any  
budget!



Six Reasons Why **The Goldthwaite Eagle** should be your FIRST CHOICE in advertising:

### 1. We're Local

We don't focus on state and national news. Because we're local, our newspapers have become a necessary part of life in the communities we serve.

### 2. We're a Bargain

We keep costs down so we can keep our advertising costs low for you. *And, our professional ad design is always FREE.*

### 3. We're Innovative

We can design your ad, provide e-commerce and show you how to tie them both to your newspaper advertising.

### 4. We're Community

We are your friends and neighbors. We pay taxes here, we bank here, we shop and volunteer here.

### 5. We Work Hard for You

We strive for outstanding service in all respects. We work hard to assure our advertising customers the most for the dollars they spend with us.

### 6. Our Market Is Your Market

The readers we attract come from all age and social groups, but the majority are residents who have settled down, bought a home and have a growing family. Our readers very desirable prospects for businesses to reach.

**In Print**  
and on  
**The Web**

We wouldn't dare try to do business in Mills County without advertising in **The Goldthwaite Eagle** EVERY WEEK!

*Rodney & Ginger Spies, Mills County General Store*

Consistent advertising in **The Goldthwaite Eagle** works for our business!"

*Tommy Head, CEO Mills County State Bank*

"We get more business from **The Goldthwaite Eagle** than any other form of advertising.

*Mike McMahan, McMahan Pharmacy and Mayor of Goldthwaite*

**Serving Mills and Surrounding Counties**

**Including Goldthwaite, Mullin, Priddy and Star Since 1894**

# Print Advertising Options

Open Ad Rate per column inch, \$6.00 (Single Run)

**Display Ad rate low as \$4.00**

per column inch with multiple run agreement

Legal Notice per column inch, \$6.00

Paid Political Ad (paid in advance) per column inch, \$6.00

**Color charge \$50.00 Flat Rate**

**Pre-Print Inserts: \$165 Flat Rate**

Classified Rate: Minimum Charge \$7.00, \$10.00 if billing is required.

Agency Commission allowable, 15%

**MECHANICAL REQUIREMENTS:**

Slicks, reproduction proofs or pdf files. Pages are six columns by 21 inches.

**NEWS AND ADVERTISING DEADLINE:** Monday, 5:00 p.m. the week of publication

## Newspaper Measurements:

1 column wide = 1.67 inches • 2 columns wide = 3.46 inches

3 columns wide = 5.25 inches • 4 columns wide = 7.0 inches

5 columns wide = 8.83 • 6 columns wide = 10.625

Thank you, birthday, wedding, anniversary obituary and birth announcements must be paid before running unless you already have a charge account in good standing. (Subject to length charge for long text)

Classified & Garage Sale Ads... \$7 • Birthday / Birth Announcement with Photo... \$25

Thank You... \$15 • Wedding / Anniversary with one photo... \$25 (two photos... \$50)

## Special Tabloid Print Publications

Mills County Building Guide		Mills County Visitor Guide		Mills County Football Preview		Mills County Hunting Guide	
Published in Early Spring each year		Published each Spring		Published in August each year		Published the week of Labor Day	
B/W	Color	B/W	Color	B/W	Color	B/W	Color
1/16 Page...	\$35 \$45	1/16 Page...	\$35 \$45	1/16 Page...	\$25 \$35	1/16 Page...	\$35 \$45
1/8 Page...	\$79 \$99	1/8 Page...	\$79 \$99	1/8 Page...	\$49 \$69	1/8 Page...	\$79 \$99
1/4 Page...	\$149 \$179	1/4 Page...	\$149 \$179	1/4 Page...	\$99 \$119	1/4 Page...	\$149 \$179
1/2 Page...	\$199 \$249	1/2 Page...	\$199 \$249	1/2 Page...	\$149 \$179	1/2 Page...	\$199 \$249
Full Page...	\$299 \$349	Full Page...	\$299 \$349	Full Page...	\$219 \$269	Full Page...	\$299 \$349

Unless you already have a charge account in good standing, all display and classified ads must be paid before running.

Steven Bridges - Editor and Publisher

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# Web Site Advertising Options

**Left Side Ad**

**Big Banner Ad**

**Business Card Ad**

**Right Side Ad**

**FAST & FREE Professional Ad Design!**

**EXCLUSIVE MULTI-AD GRAPHICS ARTIST!**

- Logo Design
- Print Ads
- Web Ads
- Special Sales
- Stock Photos
- Seasonal Sales
- And More!



**Right Side Ad - \$10 per week**

**Location On Web site:** Appear on the right hand side on most pages throughout the web site

**Action When Clicked:** When someone clicks on the ad:

- \* The Ad Enlarges
- \* Links To The Advertiser's Web site
- \* Links To Advertiser's Email
- \* Links To A Map Showing Advertiser's Location

**Banner Ad - \$50 per week**

**Location On Web site:** Appear at the top of all pages on our web site

**Action When Clicked:** When someone clicks on the ad they will be taken to the advertiser's web site.

- \* Links To Advertiser's Web site
- \* Links To Advertiser's Email
- \* Links To A map Showing Advertiser's Location

**Business Card Ad - \$8 per week**

**Location On Web site:** Appear in the header throughout the entire web site

**Action When Clicked:** When someone clicks on the ad:

- \* The Ad Enlarges
- \* Links To The Advertiser's Web site
- \* Links To Advertiser's Email
- \* Links To A Map Showing Advertiser's Location

**Left Side Ad - \$5 per week**

**Location On Web site:** Appear on the left hand side of your web site

**Action When Clicked:** Go directly to advertiser's web site.

**Over 16,000 Unique Visitors Over 30,000 Page Views EVERY MONTH!**

Public Budget, this page with pub