

# Watonga Republican

*"Your Town, Your News, Since 1892"*

## **OPEN/LOCAL RATES**

### RETAIL & CLASSIFIED DISPLAY

\$7.05 PCI Black & White

Add \$190 Flat for Color

### NON-PROFIT (501c3) DISCOUNT

25% Off Total Price

### CLASSIFIED LINE ADS

\$7.00 per ad (Up to 25 words)

\$.25 per word thereafter

### PRE-PRINTED INSERTS

\$225.00 1 oz or less

\$275.00 1.01 oz - 2.00 oz

\$325.00 2.01 oz - 3.00 oz

\$375.00 3.01 oz +

Full Run Only - 2,000 Qty.

Send To: 104 East Main Street, Watonga, OK 73772

### NATIONAL/AGENCY RATES

Rates as indicated, net-to-paper. Volume discounts available.

### PUBLIC NOTICES (LEGAL ADVERTISING)

Submit via Word Document to [legals@watongarepublican.com](mailto:legals@watongarepublican.com) for quote

### OBITUARIES

Submit via Word Document to [ads@watongarepublican.com](mailto:ads@watongarepublican.com) for quote

### **MODULAR SIZE PROGRAM**

	<b>COLOR</b>	<b>B&amp;W</b>	<b>DIMENSIONS</b>
<b>Full Page</b>	<b>\$975</b>	\$850	11.61" x 21.00"
<b>Half Page</b>	<b>\$500</b>	\$425	11.61" x 10.50"
<b>Qtr. Page</b>	<b>\$285</b>	\$215	5.72"x10.50"
<b>Eighth Page</b>	<b>\$150</b>	\$100	5.72"x5.25"

## **MEASUREMENTS**

### **LOCAL & CLASSIFIED DISPLAY ADVERTISING**

<u>Columns</u>	<u>Inches</u>
1	1.53"
2	3.22"
3	4.91"
4	6.61"
5	8.31"
6	10.00"

**DEADLINES:** Mondays at Noon CST.

**PUBLICATION DAY:** Wednesday

**CONTACT:**

**580-623-4922**

[kim@watongarepublican.com](mailto:kim@watongarepublican.com)

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***THEWATONGAREPUBLICAN.COM***

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### DIGITAL ADVERTISING

Includes visibility throughout all local web display positions

	<b>50%</b>	<b>25%</b>	<b>10%</b>	<b>5%</b>
728x90 & 300x250 Per Month	\$400	\$225	\$100	\$60

### NEWSLETTER ADVERTISING

	<b>Top</b>	<b>Middle</b>	<b>Lower</b>
600x200 Per Month	\$200	\$150	\$100

Publisher reserves the right to reject or cancel any advertisement or part of any advertisement at any time. When an advertisement contains an error which is not the fault of an advertiser or agency, the liability of the publisher shall not exceed supplying a correction letter and credit for the space occupied by incorrect item - this includes public notices and legal advertising. In no event is the publisher liable for special, consequential, incidental, indirect or punitive damages, including but not limited to lost profits. No responsibility is assumed for more than one incorrect insertion of any advertisement. Where proof of ad is submitted, advertiser assumes all responsibility for any error not marked on a proof. There shall be no liability for non-insertion of any advertisement beyond the amount paid for such advertisements. All advertising is required to be paid in advance, prior to publishing, unless credit has been established and approved. Political advertising must be paid in advance and approved by publisher. Ad placement is not guaranteed without a 25% additional charge. Color placements are subject to availability. **Effective January 1, 2022.**