



The Big Lake Wildcat

Advertising Rates

Effective February 1, 2020

Display Advertising

OPEN RATE — \$6 per Column/Inch

COMMISSIONABLE RATE — \$7 per Column/Inch

Minimum display ad size is 2 Column/Inches

Color Charges

Spot Color* (Red Only) \$50

Full Process Color* \$150

*Color usage limited to specific pages

Pre-Print Insert Rates

Up to 8 Tabloid Pages or 4 Broadsheet Pages	\$117
12 6	\$127
16 8	\$137
20 10	\$147
24 12	\$157

All pre-prints are inserted in our plant by our employees before they are delivered to our distributors. Our newspaper is a broadsheet. See mechanical information below. If inserts do not fit within our dimensions, a \$35 folding fee will be assessed.

Classified Ads

Classified ads are \$5.00 for 20 words or less, and 25 cents per word thereafter, per weekly run. Minimum size for a classified display ad is 2 column/inches and will be billed at Display Advertising rates.

Advertising Deadline

Proof deadline is Monday at 5:00 p.m. preceding Thursday publication. Non-proof deadline is Tuesday at noon preceding Thursday publication.

Tear Sheets

Display advertisers will be furnished, on request and at no charge, up to two (2) tear sheets for each ad. There will be a 35 cent charge for each additional tear sheet. Tear sheets will not be provided for classified ads. Classified advertisers requesting tear sheets will be charged 35 cents per tear sheet.

Mechanical Information

The Big Lake Wildcat is published on Thursday of each week. It has a circulation of 1,200.

Page Size is 6 columns wide x 21 inches.

Column widths in inches are: 1) 1.75; 2) 3.375 3) 5.75; 4) 7.66; 5) 9.66; 6) 11.625

Subscription Information

Effective February 1, 2020

In Reagan County

Print + E-Delivery Edition \$37.95 per year

Elsewhere in Texas

Print only \$47.95

E-Delivery only \$39.95

Print + E-Delivery \$53.95

Out of State

Print only \$53.95

E-Delivery only \$39.95

Print + E-Delivery \$61.95

General

The Big Lake Wildcat is owned and published by Masked Rider Publishing, Incorporated. It is a weekly publication and is dedicated to the people of Big Lake and Reagan County. We at The Wildcat believe that a strong newspaper is a vital element in a small town. This newspaper is a community publication. Many local citizens contribute time and effort toward the publication of The Wildcat.

Policies

All advertising copy submitted may be edited, rejected or canceled at any time by The Big Lake Wildcat for any reason consistent with community standards and the policies of the newspaper.

Credit

All advertising is payable upon placement unless credit had been approved and an account established.

Adjustments

The Big Lake Wildcat assumes no responsibility for the accuracy of any advertising matter nor shall the newspaper be responsible for reason of publication of same. All advertisers agree to hold harmless The Big Lake Wildcat from all manner of suits or claims of any advertisement on their behalf. The Big Lake Wildcat is not responsible for errors in copy above and beyond the actual space occupied by erroneous copy, or for omission of advertising.

The Big Lake Wildcat is not responsible for erroneous information provided by sources other than its staff. Should this publication make an erroneous statement, a correction will follow as soon as the Editor is notified of such an error.

The Big Lake Wildcat

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