



**Kari Collins** kcollins@iowaparkleader.com • 940.592.4431



# Iowa Park Leader

COVERING IOWA PARK'S COMMUNITY AND SCHOOLS SINCE 1969

**940.592.4431** [www.iowaparkleader.com](http://www.iowaparkleader.com)

**Physical Address:** 112 W. Cash, Iowa Park, Texas **Mailing Address:** P. O. Box 430, Iowa Park, TX 76367

## Rates

### Per column inch ROP

OPEN RATE.....	\$7.00
Local Rate .....	\$5.50
Non-Profit Rate .....	\$4.50

### Internet Digital Advertising

Marketplace Advertising on the Iowa Park Leader website **FREE** to any advertiser who runs a minimum of 2 times in a calendar month.

### Front Page Ad

*High readership through page exclusivity can create high impact advertising. Prices are per insertion and reserved on a first come, first served basis. Includes color*

Full color banner..... \$150/wk

### Marketplace Advertising includes:

- Photo ▪ Contact Information ▪ Map ▪ Link to business website ▪ Hours
- About Us ▪ Latest Print Ads

### Business Card Page

\$80/Month

*FREE Marketplace!*

### Website Homepage (per month)

*Full Color and linked to website*

Premium top banner (728X90 pixels).....	\$300
Large sidebar ad (600X300 pixels).....	\$200
Medium sidebar ad (250X300 pixels).....	\$100
Small sidebar ad (300X90 pixels).....	\$50

### Classified Line Ad - \$10/week

Three word bold heading and up to 30 words.

### Pre-Print Inserts

Call for pricing

### Process Color

4-15" Ad .....	\$50
16-31.5" Ad .....	\$100
32" ad and larger .....	\$150

### Deadlines

Print Advertising.....Noon Tuesday  
Classified Advertising.....5 p.m. Tues

# [www.iowaparkleader.com](http://www.iowaparkleader.com)

50 years of informing, connecting and growing in the Iowa Park community.



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PAGE WIDTH (6 COLUMNS) 10.625"

5 COLUMNS 8.833"

4 COLUMNS 7.042"

3 COLUMNS 5.25"

2 COLUMNS

3.458"

1 COLUMN

1.667"

PAGE HEIGHT 21"



# Sample Sizes and Rates

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## 2X2 = 4 INCH

	Price per wk.	With color
Open Rate	\$28	\$78
Local Rate	\$22	\$72
Non Profit	\$18	\$68

## 2X4 = 8 INCH

	Price per wk.	With color
Open Rate	\$56	\$106
Local Rate	\$44	\$94
Non Profit	\$18	\$68

## 2X5 = 10 INCH

	Price per wk.	With color
Open Rate	\$70	\$120
Local Rate	\$55	\$105
Non Profit	\$45	\$95

## 3X2 = 6 INCH

	Price per wk.	With color
Open Rate	\$42	\$92
Local Rate	\$33	\$83
Non Profit	\$27	\$77

## 3X5 = 15 INCH

	Price per wk.	With color
Open Rate	\$105	\$155
Local Rate	\$82.50	\$132.50
Non Profit	\$67.50	\$117.50

## 3X10.5 = - Quarter Page

	Price per wk.	With color
Open Rate	\$220.50	\$320.50
Local Rate	\$173.25	\$273.50
Non Profit	\$141.75	\$241.75

## 4X8 = 32 INCH

	Price per wk.	With color
Open Rate	\$224	\$336
Local Rate	\$176	\$326
Non Profit	\$144	\$294

## 4X12 = 48 INCH

	Price per wk.	With color
Open Rate	\$336	\$486
Local Rate	\$264	\$414
Non Profit	\$216	\$366

## 5X5 = 25 INCH

	Price per wk.	With color
Open Rate	\$175	\$275
Local Rate	\$137.50	\$237.50
Non Profit	\$112.50	\$212.50

## 5X10 = 50 INCH

	Price per wk.	With color
Open Rate	\$350	\$500
Local Rate	\$275	\$425
Non Profit	\$225	\$375

## 6X10.5 = Half Page

	Price per wk.	With color
Open Rate	\$441	\$591
Local Rate	\$346.50	\$496.50
Non Profit	\$283.50	\$433.50

## 6X21 = Full Page

	Price per wk.	With color
Open Rate	\$882	\$1032
Local Rate	\$693	\$843
Non Profit	\$567	\$717



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- Advertisers with an established account are billed monthly. Payment is due by the 10th of the month.
- Accounts 30 days or more past due will be charged a \$10 late fee.
- Political ads are payable in advance
- Minimum space sold is one column inch (1 column X 1" deep) Advertisements 19.5" or more in height will be billed for the full 21 inches.
- Advertising placement cannot be guaranteed. Every effort will be made to accommodate an advertiser's request.
- The *Iowa Park Leader* is not responsible for errors in copy beyond the actual value of space occupied by such errors; nor is *The Iowa Park Leader* responsible for the omission of advertising. In the event of errors, *The Iowa Park Leader* will, upon request, submit a letter of correction to be posted in the business establishment affected.
- Advertisers, advertising agencies or agents will assume all liability for the content of advertisements published including illustrations, text, claims, etc.) and agree to assume any and all responsibility for claims occurring therefrom against *The Iowa Park Leader*.
- *The Iowa Park Leader* reserves the right to refuse any advertising, including that which, in our opinion, is lewd, immoral, illegal or misleading. All advertising copy submitted is subject to the publisher's approval.
- In the case that we publish the paper early due to holidays, etc., all deadlines are moved up 24 hours or accordingly, and will be announced in the *Iowa Park Leader*.
- All print subscribers will automatically receive access to all digital subscription products. Individual digital subscriptions are also available for purchase.

**FOLLOW THE LEADER**

In print and online.

[www.iowaparkleader.com](http://www.iowaparkleader.com)