

# SANGER COURIER

Over 100 Years of Serving the North Denton County Area  
 P.O. Box 160 • 201 N. Stemmons Fwy • Sanger, Texas 76266  
 940-458-7429 FAX: 940-458-3681



## ADVERTISING RATE CARD

Retail and Classified rates through Dec. 31, 2009. Rates are non-commissionable.

### Per column inch:

Local Open Rate \$5.50

### Mechanical specifications:

SAU 6 columns x 21.5 inches  
 1 column = 2.00"  
 2 columns = 4.22"  
 3 columns = 6.45"  
 4 columns = 8.62"  
 5 columns = 10.75"  
 6 columns = 13.00"

**Color rate:** \$50.00-\$150.00

**Inserts:** \$250.00 flat rate

### Common Ad Sizes:

Ad size	Actual size	Cost per Week	Add Krum Star
2 columns x 2 inches	4.22" x 2"	\$25.00	\$22.50
2 columns x 3 inches	4.22" x 3"	\$33.00	\$29.70
2 columns x 4 inches	4.22" x 4"	\$44.00	\$39.60
2 columns x 5 inches	4.22" x 5"	\$55.00	\$49.50
2 columns x 6 inches	4.22" x 6"	\$66.00	\$58.40
2 columns x 7 inches	4.22" x 7"	\$77.00	\$69.30
2 columns x 8 inches	4.22" x 8"	\$88.00	\$77.20
3 columns x 2 inches	6.45" x 2"	\$33.00	\$29.70
3 columns x 3 inches	6.45" x 3"	\$49.50	\$44.55
3 columns x 4 inches	6.45" x 4"	\$66.00	\$58.40
3 columns x 5 inches - 1/8 pg	6.45" x 5"	\$82.50	\$74.25
3 columns x 10.5 inches - 1/4 pg	6.45" x 10.5"	\$165.00	\$148.50
6 columns x 10.5 inches - 1/2 pg	13" x 10.5"	\$330.00	\$297.50

## SPECIAL PAGES

Special Page	When	Profile	Size	Format	Price	Add Krum Star
Business Card Page	Weekly	Yes	2x2 - 4.22" x 2"	B&W	\$90/month	\$75/month
In & Around Sanger	3rd week	Yes	2x5 - 4.22" x 5"	Color	\$75/month	\$50/month
Sports Page	Weekly	No	3.25" x 1.25"	B&W	\$60/month	N/A
Church Page	Weekly	No	2.50" x 1.50"	B&W	\$75/month	\$50/month

## CIRCULATION/DEADLINES

### Circulation:

2,500 paid circulation  
 97% to Sanger - zip code 76266

### Published:

Weekly, each Thursday.  
 On news racks Wednesday by Noon  
 Mail delivery Thursday mornings

### Deadlines:

10 a.m. Monday for Thursday's issue  
 (to include ad proof)  
  
 5 p.m. Monday for Thursday's issue  
 (without ad proof)

### Indemnification

Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue of The Courier in which an advertisement accepted by Publisher is contained, if such failure is due to acts of God, strikes or labor disputes, embargoes, transportation delays, postal delays or damage, errors or omissions of its employees or subcontractors, or circumstances beyond its control. Publisher reserves the right to discontinue publication at any time, with or without notification, or to defer or cancel printing, publication or circulation of any issue. Publisher's sole obligation as to any failure, error, omission or default on its part shall be limited to a refund of any charges specifically related to such failure, error, omission or default which have been paid to it or, at its option, to publish the submitted advertisement(s) in the next available issue

# Lindsey Dickens

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### Lemons Newspapers, Inc.

Sanger Courier  
 Krum Star  
 Denton Business & Community News  
 Lewisville/Flower Mound Business Journal  
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