



Suburban Newspapers, Inc.

7820 Wyatt Drive, Fort Worth, Texas 76108

817-246- 2473 • suburbannews@sbcglobal.net

White Settlement Bomber News • Benbrook News • River Oaks News

2021 Weekly Advertising Rates

Black and White Display Ads

| <u>Advertisement Size:</u> | <u>Actual Display Size:</u> | <u>One Paper Rate:</u> | <u>All Paper Rate:</u> |
|--|-----------------------------|------------------------|------------------------|
| Full Page (6 column x 12 in) | 10.375 x 12.5 | \$576 | \$648 |
| 2/3 Page (4 column x 12 in) | 6.875 x 12.5 | \$384 | \$432 |
| 1/2 Page (3 column x 12 in OR 6 column x 6 in) | 5.125 x 12.5 or 10.275 x 6 | \$288 | \$324 |
| 1/4 Page (3 column x 6 in) | 5.125 x 6 | \$144 | \$162 |
| 1/8 Page (3 column x 3.25 in) | 5.125 x 3.25 | \$78 | \$87.75 |
| 1/16 Page (2 column x 2.5 in) | 3.375 x 2.5 | \$40 | \$45 |
| 2x5 (2 column x 5 in) | 3.375 x 5 | \$80 | \$90 |
| 3x3 (3 column x 3 in) | 5.125 x 3 | \$72 | \$81 |
| 2x4 (2 column x 4 in) | 3.375 x 4 | \$64 | \$72 |
| 2x3 (2 column x 3 in) | 3.375 x 3 | \$48 | \$54 |
| 2x2 "Business Card" (2 column x 2 in) | 3.375 x 2 | \$32 | \$36 |
| All other ad sizes | | \$8/column inch | \$9/column inch |

Full Color Display Ads

| <u>Advertisement Size:</u> | <u>Actual Display Size:</u> | <u>One Paper Rate:</u> | <u>All Paper Rate:</u> |
|--|-----------------------------|------------------------|------------------------|
| Full Page (6 column x 12 in) | 10.375 x 12.5 | \$720 | \$792 |
| 2/3 Page (4 column x 12 in) | 6.875 x 12.5 | \$480 | \$528 |
| 1/2 Page (3 column x 12 in OR 6 column x 6 in) | 5.125 x 12.5 or 10.375 x 6 | \$360 | \$396 |
| 1/4 Page (3 column x 6 in) | 5.125 x 6 | \$180 | \$198 |
| 1/8 Page (3 column x 3.25 in) | 5.125 x 3.25 | \$97.50 | \$107.25 |
| 1/16 Page (2 column x 2.5 in) | 3.375 x 2.5 | \$50 | \$55 |
| 2x5 (2 column x 5 in) | 3.375 x 5 | \$100 | \$110 |
| 3x3 (3 column x 3 in) | 5.125 x 3 | \$90 | \$99 |
| 2x4 (2 column x 4 in) | 3.375 x 4 | \$80 | \$88 |
| 2x3 (2 column x 3 in) | 3.375 x 3 | \$60 | \$66 |
| 2x2 "Business Card" (2 column x 2 in) | 3.375 x 2 | \$40 | \$44 |
| All other ad sizes | | \$10/column inch | \$11/column inch |

Classified Word Ads

| Number of words | 1x |
|-----------------|---------|
| 1-20 | \$8.00 |
| 21-30 | \$9.00 |
| 31-40 | \$10.00 |
| 41-50 | \$11.00 |

• *Space Deadline: Friday at 3 p.m.*

• *Artwork Deadline: Monday at noon*

• *All advertisers that have not established payment history must pay in full prior to first run date.*

Established advertiser payments are due within 30 days.

• *Late payments may be subject to a \$25 administrative fee.*