

Raymondville Chronicle & Willacy County News

P.O. Box 369, Raymondville, Texas 78580 (956) 689-2421

Sample sizes and cost:

Full page- 13 in. by 20 in. - \$744.00

½ page – 13 in. by 10 ½ in. -\$400.05

Or

6 7/16 in. by 20 in.- \$381.00

¼ page – 6 7/16 in. by 10 ½ in -\$204.75

1/8 page – 6 7/16 in by 5 in. - \$105.00

Or

4 ¼ in. by 7 ½ in. - \$105.00

a lot of other smaller and in-between sizes are also available

Insert rates:

Cost is \$200.00 for 3,300 inserts

column sizes:

6 col = 13"

5 col = 10 ¾"

4 col = 8 5/8"

3 col = 6 7/16"

2 col = 4 ¼"

1 col = 2 1/8"

Rate Card No. 119 effective Jan. 1, 2003

Raymondville Chronicle and Willacy County News

P.O. Box 369, Raymondville, Texas 78580
3,500 Paid Circulation (Sept. 30, 2002)

*Serving Willacy County in the Rio Grande Valley of Texas
with the combined circulation of the Raymondville
Chronicle and the Willacy County News.*

PUBLISHED EVERY WEDNESDAY AFTERNOON
(Home Delivered by Mail on Thursday)

*Willacy County - Tourist Mecca - Cotton - Grain -
Cattle and Sugar Cane Producer of South Texas!*



PAUL E. WHITWORTH - Publisher/Editor

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*Willacy County News established in 1920
Raymondville Chronicle established in 1925*

(Combined in 1967)

Raymondville Chronicle and Willacy County News

RETAIL AND CLASSIFIED DISPLAY ADVERTISING RATES

National Advertising Rate.840 per col. inch
(Commissionable to Advertising Agencies)

Retail Advertising Open Rate.7.00 per col. inch
(Not Commissionable to Advertising Agencies)

MONTHLY EARNED RATE

Retail Advertising rates based on monthly total inches
**RUN IN THE RAYMONDVILLE CHRONICLE &
WILLACY COUNTY NEWS**

1 to 19 col. in.	7.00
20 to 49 col. in.	6.50
50 to 99 col. in.	6.35
100 to 149 col. in.	6.20
150 to 199 col. in.	6.05
200 to 249 col. in.	5.90
250 to 399 col. in.	5.75
400 to 499 col. in.	5.60
Over 500 col. in.	5.45

COLOR ADVERTISING \$100 PER COLOR SAU FORMAT

Page Size: 6 cols. x 20 inches = 120 column inches
Column Width = 2 inches or 12 picas

NET RATES FOR PREPRINTED ADVERTISING INSERTS

Single Card	\$80.00 per thousand
4-8 page tabloid	85.00 per thousand
12-24 page tabloid	90.00 per thousand
4-8 page standard	85.00 per thousand
12-18 page standard	90.00 per thousand

*These prices are based on inserts printed on regular
weight newsprint stock. Special rates quoted on larger
inserts, or those printed on heavy stock. Call
(956) 689-2421 for additional information. Deadline for
receiving preprinted inserts is one week prior to publication.*

**LEGAL NOTICE RATE. . .60¢ AGATE LINE
CLASSIFIED RATE. . .25¢ PER WORD
(Minimum 20 Words, \$5.00)**

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Our delivery area by zip codes is:

WILLACY COUNTY

78580 – Raymondville, Santa Monica, & Willamar	1305
78569 – Lyford.....	825
78594 – Sebastian.....	201
78590 - San Perlita.....	84
78598 – Port Mansfield.....	135
78561 – Lasara.....	95

KENEDY COUNTY

78338 – Norias & Armstrong.....	150
78385 – Sarita.....	..300

Other misc outside county.....105

We publish once a week on Wednesday and inserting is done on Tuesday afternoon. Deadline for inserts is one week prior publication date.

Cost on inserts is \$200.00 flat for 3,300 inserts.