

Rate Card No. 120 effective Jan. 1, 2014

Raymondville Chronicle and Willacy County News

P.O. Box 369, Raymondville, Texas 78580
3,100 Paid Circulation (Sept. 30, 2013)

*Serving Willacy & Kenedy Counties
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!*



MEMBER
2014

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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

Retail Advertising Open Rate. \$9.80 per col. inch
(Commissionable to Advertising Agencies)
CLASSIFIED RATE. . . \$9.80 per col. inch

MONTHLY EARNED RATE

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

1 to 19 col. in	8.00
20 to 49 col. in	7.50
50 to 99 col. in	7.35
100 to 149 col. in	7.20
150 to 199 col. in	7.05
200 to 249 col. in	6.90
250 to 399 col. in	6.75
400 to 499 col. in	6.60
Over 500 col. in	6.45

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	\$70.00 per thousand
4-8 page tabloid	75.00 per thousand
12-24 page tabloid	80.00 per thousand
4-8 page standard	75.00 per thousand
12-18 page standard	80.00 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
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receiving preprinted inserts is one week prior to publication.*

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