

PRINT Advertising Rates for Breckenridge American

Col. Inch Rate / pci	
OPEN RATE	\$8.65
Repeat 2x	\$7.90
Repeat 3x	\$7.45
Repeat 4x	\$7.00
Combination	\$4.75
All 6 Papers	\$22.00
Non-Profit	\$6.90

Full Color	\$99
Spot (Primary)	\$50
Spot (Custom)	\$132

Contract Display / pci	
By Volume	
250 inches	\$7.45
500 inches	\$7.00
1,000 inches	\$5.85
3,500 inches	\$5.25
By Frequency	
13 insertions	\$6.65
26 insertions	\$6.15
52 insertions	\$5.85
104 insertions	\$5.50

Specialty Rates	
Church Directory	\$12.60
Entertainment	\$5.50
Public Notices	\$6.90
Business Directory 1	\$9.35/ea.
Business Directory 2	\$18.70/ea.
Political (Pre-paid)	\$8.65
National	\$8.65

Page 1 Banner **\$78/issue**
 Classifieds **\$7.50/15 words**
 (40¢ per over 15)

Pick-Up Rates / pci	
Graham	\$5.65
Jacksboro	\$3.65
Olney	\$3.45
Lake	\$3.45
Shopper	\$4.40

Pre-Print Inserts **\$85 cpm**

WEB Ad Rates for www.breckenridgeamerican.com

PAGES	Ad Name	Size (in pixels)	Position	Price*	
Home	Leaderboard	970x90	Very Top Of Page	\$75	
	News	Cube 1	300x600	Top Ad On Right Rail	\$60
		Cube 2	300x250	2nd Ad On Right Rail	\$50
		Cube 3	300x250	3rd Ad On Right Rail	\$40
		Prestitial/Interstitial	640x480	Opens Before Page (Prestitial is Home ONLY)	\$100wk/\$200mo
		Wallpaper	300x900 (2)	Outside Right and Left Edges	\$100wk/\$200mo
		Floating Hand	300x250/88x88	(Home ONLY)	Call
		Peelback Ad	250x250/800x800	From Corner, Expands to Large Ad (Home ONLY)	Call
		Sliding Billboard w/Pencil	970x30/970x250	Just Under Top Navigation Bar	\$100wk/\$200mo
Sports	Leaderboard	970x90	Very Top Of Page	\$75	
	Cube 1	300x600	Top Ad On Right Rail	\$60	
	Cube 2	300x250	2nd Ad On Right Rail	\$50	
	Cube 3	300x250	3rd Ad On Right Rail	\$40	
	Interstitial	640x480	Opens before	\$100wk/\$200mo	
	Wallpaper	300x900 (2)	Outside Right and Left Edges	\$100wk/\$200mo	
	Sliding Billboard w/Pencil	970x30/970x250	Just Under Top Navigation Bar	\$100wk/\$200mo	
	Lifestyles	Leaderboard	970x90	Very Top Of Page	\$30
Calendar	Cube 1	300x600	Top Ad On Right Rail	\$25	
	Cube 2	300x250	2nd Ad On Right Rail	\$15	
Weather	Cube 3	300x250	3rd Ad On Right Rail	\$10	
Classifieds	Interstitial	640x480	Opens Before Page	\$100wk/\$200mo	
	Wallpaper	300x900 (2)	Outside Right and Left Edges	\$100wk/\$200mo	
Obituary	Sliding Billboard w/Pencil	970x30/970x250	Just Under Top Navigation Bar	\$25	

*Charges are monthly for 3 months except for special event pricing on the Floating Hand, Peelback, Navigation Bar and Sliding Billboard ads

SEO (Search Engine Optimization)

\$10 first ad/ \$4 each additional ad per month

SEM (Search Engine Marketing)

Call for More Information

Custom Websites Available
Call for More Information

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