



MEDIA KIT - Advertising Rates and Specifications

Port Lavaca, Beeville, Three Rivers, Refugio, Rockport, Port Aransas, Corpus, South Padre, Port Mansfield, Kingsville, McAllen, Brownsville, Kingsville, Seadrift, Port O'Connor, Mathis, Refugio, Arroyo City, Port Isabel, Pharr, Weslaco, Mathis, South Padre and More.



FULL PAGE
7 X 9.4295

HALF PAGE VERTICAL
3.4167 X 9.4295

HALF PAGE HORIZONTAL
7 X 4.669

QUARTER PAGE
3.4167 X 4.669

EIGHTH PAGE
3.4167 X 1.688

Glossy	Frequency (Per Edition) <u>Per zone only</u>				Newsprint	Frequency (Per Edition) <u>All Zones Only</u>			
	1 X	6 X 3 Months	12 X 6 Months	24 X Year		Size	1 X	6 X 3 Months	12 X 6 Months
Full Page	\$ 590.00	\$ 560.50	\$ 531.00	\$ 501.50	Full Page	\$ 500.00	\$ 475.00	\$ 450.00	\$ 400.00
Half Page	\$ 350.00	\$ 332.50	\$ 315.00	\$ 297.50	Half Page	\$ 350.00	\$ 315.00	\$ 297.50	\$ 280.00
Quarter Page	\$ 200.00	\$ 190.00	\$ 180.00	\$ 170.00	Quarter Page	\$ 200.00	\$ 180.00	\$ 170.00	\$ 160.00
1/8 Page	\$ 125.00	\$ 118.75	\$ 112.50	\$ 106.25	1/8 Page	\$ 125.00	\$ 112.50	\$ 106.25	\$ 100.00
Business Card	*	*	*	*	Business Card (Guides)	\$ 40.00	*	*	\$ 450.00
Back Cover	*	*	*	*	Page Sponsor	\$ 150.00	\$ 135.00	\$ 127.50	\$ 120.00
Inside Front Cover	\$ 800.00	\$ 760.00	\$ 720.00	\$ 680.00	Website				
Inside Back Cover	\$ 800.00	\$ 760.00	\$ 720.00	\$ 680.00	Online Banner * Monthly	\$ 250.00	\$ 225.00	\$ 200.00	**
Page 3	\$ 800.00	\$ 760.00	\$ 720.00	\$ 680.00					
3rd from Last page	\$ 750.00	\$ 712.50	\$ 675.00	\$ 637.50					

*All ads are hyperlinked to your website in the online edition Flipping Book for no additional charge from the www.saltyangler.com website.

24 Editions are printed in a calendar year.

Published the 2nd and 4th Friday of every month.

All advertising prices include print, ad design and online editions.

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