



# MEDIA KIT - Advertising Rates and Specifications

Victoria, TX (East & West) north and into Lake Charles, La, Houston, Galveston, Freeport, Port Arthur, Beaumont, New Braunfels, Kerrville, San Marcos, Seadrift, Angleton, Lake Jackson, Texas City, Pasedena, Conroe, Humble, LaMarque, Alvin, 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](http://www.saltyangler.com) website.

24 Editions are printed in a calendar year.

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

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