



107 E. Austin St.
 Port Lavaca, TX 77979
 361-552-9788 Phone
 361-552-3108 Fax

2018 Rate Card

Black and White ads

1/16 page	\$35.00
1/8 page	\$66.00
1/4 page	\$127.50
1/2 page	\$251.75
Full page	\$510.00

Color ads

1/16 page	\$47.25
1/8 page	\$87.75
1/4 page	\$172.25
1/2 page	\$339.86
Full page	\$688.50

Inserts

\$45.69 cpm (minimum 3,000, Full Run 6,500)

*Printing available. Please contact us for details.

Classified Ads

\$10/ issue- 15 words or less

Additional Words: .25 each

Mechanical Specifications

1/16 page	2.687" wide by 2.75" tall
1/8 page	5" wide x 2.75" tall
1/4 page	5" wide x 5.5" tall
1/2 page (H)	10.25" wide x 5.5" tall
1/2 page (V)	5" wide x 11" tall
Full page	10.25" wide x 11" tall

2018 Issue Dates

January	February	March	April	May	June
11 & 25	8 & 22	8 & 22	5 & 19	3, 17, 31	14 & 28
July	August	September	October	November	December
12 & 26	9 & 23	6 & 20	4 & 18	1, 15, 29	13 & 27

Deadlines

Space deadline: 5 p.m. Thursday, 14 days prior to issue date. Creative final approval deadline: 5 p.m. Thursday, 7 days prior to issue date. Inserts: In house by 5 p.m. Thursday, 7 days prior to issue date. Classifieds: 5 p.m. Thursday, 7 days prior to issue date.



728x90



600x74



300x90



300x250



300x600

728 x 90 px

Top 1- \$300/month
Top 2- \$250/month
Bottom- \$125/month

600 x 74 px

\$125/month

300 x 90 px

\$125/month

300 x 250 px

Top- \$200/month

Middle- \$175/month

300 x 600 px

\$300/month



Wingspan Advertising Agreement

Company Name: _____

Contact Name: _____ Title: _____

Phone Number: _____ Email: _____

Billing Address: _____ City/State/Zip: _____

Advertising copy may be changed for each issue of Wingspan at the discretion of the advertiser, but must be done before stated deadlines. Cancellation of this contract, or failure to pay for the advertising contracted, may result in advertising being back billed at regular open rates.

Advertiser Space Agreement

Circle color specification, size and frequency.

Black and White

Size	1x	13x	27x
1/16 page	\$35	\$33.25	29.75
1/8 page	\$66	\$61.75	\$55.25
1/4 page	\$127.50	\$121.25	\$108.40
1/2 page	\$251.75	\$239.15	\$214.00
Full page	\$510	\$484.50	\$433.50

Color

Size	1x	13x	27x
1/16 page	\$47.25	\$44.90	\$40.15
1/8 page	\$87.75	\$83.40	\$74.55
1/4 page	\$172.25	\$166.50	\$146.50
1/2 page	\$339.86	\$322.85	\$288.90
Full page	\$688.50	\$654.25	\$585.25

Upcoming Issue dates

January 11
 January 25
 February 8
 February 22
 March 8
 March 22
 April 5
 April 19
 May 3
 May 17
 May 31
 June 14
 June 28
 July 12
 July 26
 August 9
 August 23
 September 6
 September 20
 October 4
 October 18
 November 1
 November 15
 November 29
 December 13
 December 27

Start date: _____ End date: _____

Signature: _____

Date signed: _____

Ashley Kontnier
 Media Specialist
 361-552-9788 office
 361-746-4341 cell
 361-552-3108 fax
 afrench@plwave.com

Wingspan Advertising Deadlines

2018

<u>Issue Date</u>	<u>Space reservation</u>	<u>Artwork Approval</u>
January 11	December 28	January 4
January 25	January 11	January 18
February 8	January 25	February 1
February 22	February 8	February 15
March 8	February 22	March 1
March 22	March 8	March 15
April 5	March 22	March 29
April 19	April 5	April 12
May 3	April 19	April 26
May 17	May 3	May 10
May 31	May 17	May 24
June 14	May 31	June 7
June 28	June 14	June 21
July 12	June 28	July 5
July 26	July 12	July 19
August 9	July 26	August 2
August 23	August 9	August 16
September 6	August 23	August 30
September 20	September 6	September 13
October 4	September 20	September 27
October 18	October 4	October 11
November 1	October 18	October 25
November 15	November 1	November 8
November 29	November 15	November 21
December 13	November 29	December 6
December 27	December 13	December 20