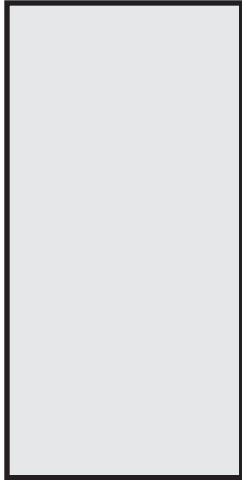


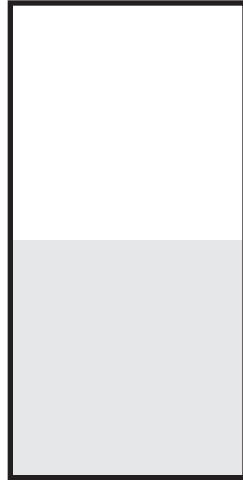
# Hereford BRAND

## 2017 Advertising Rates

Please see next page  
for more advertising options



**FULL PAGE**  
10.5" x 21"  
B/W: \$882.00  
Color: + \$150.00



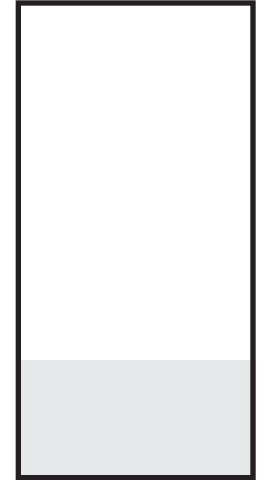
**½ PAGE - Horizontal**  
10.5" x 10.5"  
B/W: \$441.00  
Color: + \$150.00



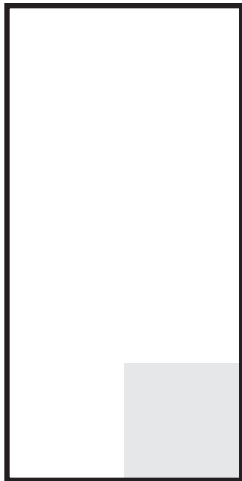
**½ PAGE - Vertical**  
5.1667" x 21"  
B/W: \$441.00  
Color: + \$150.00



**¼ PAGE - Horizontal**  
5.1667" x 10.5"  
B/W: \$220.50  
Color: + \$150.00



**¼ PAGE - Vertical**  
5.5" x 10.5"  
B/W: \$220.50  
Color: + \$150.00



**⅛ PAGE**  
5.1667" x 5.5"  
B/W: \$115.50  
Color: + \$75.00

### Column Inch Conversion

1 column	1.6111 inches
2 column	3.3889 inches
3 column	5.1667 inches
4 column	6.9444 inches
5 column	8.7222 inches
6 column	10.5 inches

<p><b>2x6</b> 3.3889" x 6" B/W: \$84.00 Color: + \$50.00</p>	<p><b>1x6</b> 1.6111" x 6" B/W: \$42.00 Color: + \$50.00</p>
<p><b>2x5</b> 3.3889" x 5" B/W: \$70.00 Color: + \$50.00</p>	<p><b>1x5</b> 1.6111" x 5" B/W: \$35.00 Color: + \$50.00</p>
<p><b>2x4</b> 3.3889" x 4" B/W: \$56.00 Color: + \$50.00</p>	<p><b>1x4</b> 1.6111" x 4" B/W: \$28.00 Color: + \$50.00</p>
<p><b>2x3</b> 3.3889" x 3" B/W: \$42.00 Color: + \$50.00</p>	<p><b>1x3</b> 1.6111" x 3" B/W: \$21.00 Color: + \$50.00</p>
<p><b>2x2</b> 3.3889" x 2" B/W: \$28.00 Color: + \$50.00</p>	<p><b>1x2</b> 1.6111" x 2" B/W: \$14.00 Color: + \$50.00</p>
<p><b>2x1</b> 3.3889" x 1" B/W: \$14.00 Color: + \$50.00</p>	<p><b>1x1</b> 1.6111" x 1" B/W: \$7.00 Color: + \$50.00</p>

### Display Advertising Rates

\$7.00 per column inch

### Display Advertising Deadlines

Wednesday Edition - Mondays, 5 p.m.

Weekend Edition - Thursdays, 5 p.m.

Deadline dates may change during holidays.

### Classified Line Ad Deadlines

Wednesday Edition - Tuesdays, 11 a.m.

Weekend Edition - Fridays, 11 a.m.

Deadline dates may change during holidays.

### Terms of Payment

Advertisements must be paid in advance until credit is established. We accept the following credit cards: Visa, Discover, Mastercard and American Express. Customers with approved credit are billed monthly. All advertising is due and payable by the 15th of the following month.