

## Classified Line Ad Prices

# of Words	1st time	2nd time and more
15-20	\$9.00	\$6.50
21-25	\$10.00	\$7.50
26-30	\$11.00	\$8.50
31-35	\$12.00	\$9.50
36-40	\$13.00	\$10.50
41-45	\$14.00	\$11.50
46-50	\$10.00	\$12.50

51 words or more add \$0.20 per word.  
\*\*\* + \$0.10 per **BOLD** word \*\*\*

## Classified Display Ads

**\$7.00 per column inch**

## Garage Sale Prices

# of Words	1st time	2nd time and more
15-20	\$10.50	\$8.00
21-30	\$12.00	\$9.50

\*\*\* + \$0.10 per **BOLD** word \*\*\*

## Public Notices

**\$9.00 per column inch**

Submissions must be inserted in the retail section as a display ad with 18pt font heading and 10pt font body text.

## Legal Notices

**\$0.25 per word**

Submissions must be inserted in the classified section with a minimum of 7pt font.

## Obituaries

**\$125.00**

Includes name, body text and a black and white photo. Submissions must be received from a funeral home and sent to editor@herefordbrand.com.

## Friday Night Lights

**2 X 2.5 - \$55.00**

Ads are inserted in the Wednesday editions.

## Bulletin Board

**2 X 2 - \$30.00 per week**

Ad will be in Wednesday and weekend editions.

**2 X 4 - \$50.00 per week**

Ad will be in Wednesday and weekend editions.

## Community Calendar - Events

**Free**

Community Calendar events can be submitted to design@herefordbrand.com.

## Community Calendar - Ads

**2.5" X 1.5" - \$15.00 per edition**

Community Calendar ads are inserted in the Wednesday and weekend editions. Ads can be submitted to design@herefordbrand.com.

## News & Sports Submissions

**Free**

News and sports submissions can be submitted to editor@herefordbrand.com.

## Letters to the Editor

**Free**

Letters must include your name (no initials), address, and telephone number for verification. Letters of 250 or fewer words are encouraged. You may be limited to one letter published every other week. Letters are edited for length and clarity. Letters may address any topic or area of interest but cannot be libelous or contain specific consumer complaints against a private business. Letters and articles submitted may be published in print, electronic or other forms. Send your letters to: The Hereford BRAND, P.O. Box 673, Hereford, TX 79045; fax, (806) 364-8364 or email them to editor@herefordbrand.com.

## Menus - Sponsorship Ad

**\$35.00 per week**

Sponsorship of St. Anthony School & Hereford Community Center menus

## Religion Page - Church Profile

**Free**

Church profiles are inserted in the Wednesday editions. To be considered for a House of Worship profile, please email publisher@herefordbrand.com or call (806) 364-2030.

## Religion Page - Sponsorship Ad

**\$13.00 per week**

Church support ads are inserted in the Wednesday editions. To show your businesses support for our local churches each week, please email publisher@herefordbrand.com or call (806) 364-2030.