

Advertise with us August 2021

SINCE 1908 • NEWS FOR TEXAS CAPROCK COUNTRY

WEST TEXAS OWNED • LOCALLY FOCUSED *Since 1908 • News for Texas Caprock Country • Silverton • Quitaque • Turkey • Flomot • Matador • Roaring Springs • Guthrie • Paducah • published Thursday mornings*

Display advertising display@thetexaspur.com
Open/Local rate per column inch.....\$4.90
National rate (commissionable) per column inch.....\$8.00

2"	\$ 9.80	14"	\$ 68.60	26"	\$ 127.40
3"	14.70	15" (1/8 pg.).....	73.50	27"	132.30
4"	19.60	16"	78.40	28"	137.20
5"	24.50	17"	83.30	29"	142.10
6"	29.40	18"	88.20	30"	147.00
7"	34.30	19"	93.10	31.5" (1/4 pg.) ...	154.35
8"	39.20	20"	98.00	32"	156.80
9"	44.10	21"	102.90	36"	176.40
10"	49.00	22"	107.80	39"	191.10
11"	53.90	23"	112.70	48"	235.20
12"	58.80	24"	117.60	63" (1/2 pg.).....	308.70
13"	63.70	25"	122.50	126" (full pg.)..	617.40

Color (front and back pages only)..... additional \$50.00
 Legal notices in display format \$4.90 per column inch

Church directory
Monthly display ad (on annual contract).....\$25

Preprinted inserts *Inquire about available printing services*
1-page.....\$150 **10-page**.....\$240
4-page.....\$175 **12-page**.....\$260
6-page.....\$195 **16-page**.....\$280
8-page.....\$215 Folding, if required..... \$25

Classified advertising / Legal notices (non-display) / Obituaries
For Sale, Help Wanted, Wanted to Buy, Public Notices, and more
 \$10 for 3 lines/35 words; 25¢ per addtl. word
 Logo (submitted digitally or for scanning)..... \$5

Social Notices / Family events / Cards of thanks
Births, Engagements, Thanks, Congratulations, Community, etc.
 2 col. x 3 in. text display.....\$25
 Photo (submitted digitally or for scanning)..... \$5

Special focus sections
Livestock • Valentine's • Graduation • Reunion • Old Settlers' • Football • Christmas & Holidays Reserve your ad space; call for rates

ADVERTISING DEADLINE **Monday, NOON**

CONTACT US (806) 271-3381 • caprockcourier@gmail.com
www.CaprockCourier.com
 The Caprock Courier Newspaper • P. O. Box 430, Spur, TX 79370-0430

Quarter page horizontal ad
 (3 col x 10.5 in = 31.5 in)
 Dimensions:
 5-9/16" wide x 10.5" tall

**COMMON
NEWSPAPER
AD SIZES**

for a 12.5" wide x 22.5" tall newsprint page

1 col x 3 in = 3 in	3 col x 1 in = 3 in
1 1/4" wide	Small horizontal ad (2 col x 3 in = 6 in) 3 3/4" wide x 3" tall

Eighth page horizontal ad
 (3 col x 5 in = 15 in)
 Dimensions:
 5-9/16" wide x 5" tall

Half page horizontal ad (6 col x 10.5 in = 63 in)
 Dimensions: 11.5" wide x 10.5" tall

Small vertical ad
 (2 col x 5 in = 10 in)
 3 3/4" wide x 5" tall

Strip ad (6 col x 2.5 in = 15 in)
 Dimensions: 11.5" wide x 2.5" tall

Subscribe

rates as of January 2021

Weekly print edition billed annually
 Briscoe, Hall, Motley County delivery addresses....\$40
 Elsewhere in Texas & out of state.....\$50
 Combo rate, print and online..... **SPECIAL \$55/yr.**
through Nov. 30, 2021; email address required
 Single-copy on newsstand racks \$1.00

Weekly online edition
 Monthly, prepaid via credit card \$5/month
 Annually, prepaid via credit card \$40/year
 Archived back issue\$1.50/each (free to online subscribers)

*November 1, 2021
 Advertising and subscription prices subject to change without notice*

Design & print 2021

SINCE 1908 • NEWS FOR TEXAS' CAPROCK COUNTRY • LOCALLY OWNED

LET US PUT OUR DESIGN AND EDITING EXPERIENCE to work for you in all of your print and digital communications. Whether it's an eye-catching design for your business card, a colorful flyer for your event, a cost-effective option for envelopes and stationery, or creation of a startup website or Facebook page, we can help.

Business cards spur@thetexasapur.com

Prices depend on complexity of design; inclusion of custom artwork or logo
 One color, one side, starting at \$ 25 / per 250, \$ 30 / per 500
 One color, two sides, starting at \$ 28 / per 250, \$ 33 / per 500
 Full color, one side, starting at \$ 30 / per 250, \$ 35 / per 500
 Full color, two sides, starting at \$ 33 / per 250, \$ 38 / per 500

Letterhead

Prices depend on complexity of design; inclusion of custom artwork or logo.
 Letter, monarch, foldover note, and other styles available.
 Letter size, one color, starting at \$ 50 / per 500
 Letter size, Full color, one side, starting at \$ 60 / per 500

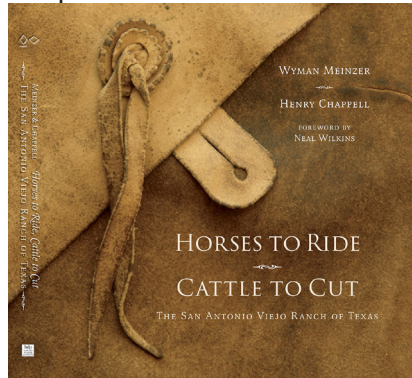
Envelopes

Prices depend on complexity of design; inclusion of custom artwork or logo.
 Many custom sizes and configurations available.
 #10, one color, starting at \$ 80 / per 500
 #10, full color, starting at \$ 100 / per 500

Note cards/greeting cards

Prices depend on complexity of design; inclusion of custom artwork or logo.
 Many custom sizes and configurations available.
 Front only, full color, starting at \$ 45 / per 100
 Front full color plus black inside starting at \$ 65 / per 100

CUSTOM DESIGN, ART, AND EDITING



Book cover & interior design

Prices vary widely, depending on complexity of art and other elements. Request quote by project.

Simple food. Simply good.



Company branding

Prices vary widely, depending on complexity of art and other elements. Request quote by project.

Wellington

Logos & lettering

Request quote by project.

Copy and scan 2021

Copies per side, white 24# paper

Stop into our office at 424 Burlington Ave., Spur

Letter size, b/w	20¢
Legal size, b/w	25¢
Letter size, color	50¢
Legal size, color	60¢
Color paper stock / card stock	additional charge

A Walk in the Woods
 Tell me the difference in women and men.
 A chromosome. And something else.
 Between a romantic and casual heart.
 The temperature at which it melts.

Between the secular and the zealous.
 The literate person as a rule
 is not zealous; the zealous is not
 literate. Either can be a fool.

Between important and trivial things.
 If you would like to want to live
 forever go read Woolf and Whyte
 and Stans and Hardy and time will forgive
 the time you spent on Sunday puzzles.

Or, if you're sad at doing so soon,
 go sit in front of the television
 from breakfast till five in the afternoon.

In times that were and times that are.
 The streets were not so young and wild
 and people sat on porches and every
 adult was the parent of every child.

A lawyer knew Latin if not the law.
 A doctor would not just cure a disease
 but heal the patient. Lawyers wore galleons.
 We were in awe of their degrees.

In left and right. They both believe
 in greater freedom. They disagree
 only on the finer point
 of what it means to be free.

In us and others. They look at us
 from places we can never stand.
 In you and me. Ah, my child,
 we've wandered longer than I had planned.

William Williams
 WILLIAM COLLEGE - THE INSPIRATION OF NORA KEER BELL
 21 FEBRUARY 1908

MediaGarden
 ideas | information | innovation

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January 1, 2021
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