

African American News & Issues

Texas Lone Star Edition • 2008 • Net Retail Advertisement Rate Sheet

ZONE 1

*Greater Houston Gulf Coast,
Southeast Texas Regions*

**Minimum Circulation
250,000+ per issue**

\$90 Net per column inch

| | |
|---------------------|-------------|
| Double Truck | \$15,345.00 |
| Full Page | \$6,975.00 |
| 1/2 Page-Vertical | \$3,510.00 |
| 1/2 Page-Horizontal | \$3,375.00 |
| 1/4 Page-5 Column | \$1,800.00 |
| 1/4 Page-4 Column | \$1,800.00 |
| 1/4 Page-Vertical | \$1,755.00 |
| 1/4 Page-Square | \$1,755.00 |
| 1/8 Page-Horizontal | \$877.00 |
| 1/8 Page-Square | \$855.00 |

ZONE 2

*Dallas/Fort Worth
Metroplex Texas Region*

**Minimum Circulation
150,000+ per issue**

\$69 Net per column inch

| | |
|---------------------|-------------|
| Double Truck | \$11,764.00 |
| Full Page | \$5,347.00 |
| 1/2 Page-Vertical | \$2,691.00 |
| 1/2 Page-Horizontal | \$2,587.00 |
| 1/4 Page-5 Column | \$1,380.00 |
| 1/4 Page-4 Column | \$1,380.00 |
| 1/4 Page-Vertical | \$1,345.50 |
| 1/4 Page-Square | \$1,345.50 |
| 1/8 Page-Horizontal | \$672.75 |
| 1/8 Page-Square | \$655.50 |

ZONE 3

*San Antonio, South Texas &
Austin Center Texas Regions*

**Minimum Circulation
50,000+ per issue**

\$48 Net per column inch

| | |
|---------------------|------------|
| Double Truck | \$8,184.00 |
| Full Page | \$3,720.00 |
| 1/2 Page-Vertical | \$1,872.00 |
| 1/2 Page-Horizontal | \$1,800.00 |
| 1/4 Page-5 Column | \$960.00 |
| 1/4 Page-4 Column | \$960.00 |
| 1/4 Page-Vertical | \$936.00 |
| 1/4 Page-Square | \$936.00 |
| 1/8 Page-Horizontal | \$468.00 |
| 1/8 Page-Square | \$456.00 |

INSERTS

\$65 Net per thousand
50,000 minimum

COLOR

\$200 per spot color
\$500 for four color

DEADLINES

ROP Insertion Order: 5 PM, Wednesday, seven (7) days prior to publication
 ROP Art Work Drop Dead: 12 Noon, Friday, five (5) days prior to publication
 Marketplace Insertion Order: 5 PM, Tuesday, eight (8) days prior to publication
 Marketplace Drop Dead: 12 Noon, Wednesday, seven (7) days prior to publication

EMAIL

General Information and Press Releases: news@afamnews.com
 Sales and Insertion Orders: sales@afamnews.com • Art Work Camera Ready: prod@afamnews.com
 AdSend ID: TXHAA

CONTACT

Address: 6130 Wheatley St.; Houston TX 77091
Phone: 713-692-1892 • Fax: 713-692-1183
Website: www.afamnews.com