



Fredericksburg Standard-Radio Post

The Fredericksburg Standard-Radio Post is consistently judged in the top tier of community newspapers in the Lone Star State by the Texas Press Association.



Publish Date: Wednesday

2025 ADVERTISING RATES

NON-CONTRACT ADVERTISING (OPEN RATE) \$15 pci (per column inch)

MODULAR SIZES

Full Page
1/2 Page
1/4 Page
1/8 Page

BLACK & WHITE

\$1890
\$945
\$472.50
\$225

FULL COLOR

\$2090
\$1145
\$672.50
\$405

*Rates are per publication date. All other sizes priced per column inch.
Color rate-\$12 per column inch. (\$60 minimum, \$200 maximum). \$60 spot color.*

RETAIL DEADLINES

Monday 5pm

CLASSIFIED DEADLINES

Tuesday 9am

MODULAR SIZE DISCOUNT RATES

FULL PAGE	1/2 PAGE	1/4 PAGE	1/8 PAGE
10"x21"	10"x10.5"	4.9375"x10.5"	4.9375"x5"
\$1890	\$945	\$472.50	\$225

Full Color Not Included - Additional Charge

size	1x	3x	6x	12x	Color
Full Page	\$1890	\$1775	\$1745	\$1575	+\$200
1/2 Page	\$945	\$900	\$872	\$787	+\$200
1/4 Page	\$472.50	\$462	\$438	\$396	+\$200
1/8 Page	\$225	\$214	\$203	\$183	+\$180

INSERT SHIPPING INFORMATION:

712 W. Main,
Fredericksburg TX 78624
Monday-Friday 8am-5pm
830-997-2155

FREE STANDING INSERT PRICES:

\$70 per 1,000 4-24 page tab
\$80 per 1,000 24-48 page tab
\$90 per 1,000 49-100 page tab
\$100 per 1,000 over 100 pages

MECHANICAL INFORMATION:

The Standard-Radio Post newspaper is produced by offset with full color capability. Column width is 1.5625"; page size 6 columns by 21 inches.

1 col. = 1.5625"
2 col. = 3.25"
3 col. = 4.9375"
4 col. = 6.625"
5 col. = 8.3125"
6 col. = 10"

FRONT PAGE ADVERTISING:

BANNER

1X \$600
6X \$550
12X \$500

BANNER
10"x2"

**Place
classified
ads on
YOUR
schedule.**

**24/7,
365.**

Visit [classifieds.
fredericksburgstandard.com](http://classifieds.fredericksburgstandard.com)
to start building your
Self-Service Display Ad today!

**Fredericksburg
Standard
Radio Post**

Fredericksburg Standard
CLICK HERE TO POST
YOUR CLASSIFIED LISTING

DAILY UPDATE:

Advertise in our daily newsletter, which reaches approximately 16,000 online subscribers (M-F). The rate for a full-color advertisement is \$125 per week. We also provide a discounted rate of \$100 per week if you choose to combine your newsletter ad with the same advertisement in our print edition. No ad copy changes during the scheduled week. Please note that any advertising requests received after 4:00 PM will be scheduled to run the day after the following day.

CLASSIFIED ADVERTISING:

40 cents per word with a minimum charge of \$8.00; bold face type – additional \$1.00 per insertion.
\$5.00 Fee for Manual tear sheet requests – Online e-tear sheet available free

POLITICAL ADVERTISING:

\$15.00 pci (per column inch); must be **pre-paid** – non-commissionable.

CLASSIFIED BUSINESS DIRECTORY:

1-2 month	\$13 per week
3-5 months	\$12 per week
6-11 months	\$11 per week
12 months	\$10 per week

Minimum 4 weeks

ADVERTISING & CREDIT POLICY

- The Fredericksburg Standard Radio-Post will provide advertisers with a proof of their advertisement for publications. This allows the advertiser to approve ad copy, layout and design and proofread copy before publication. Once approved, the advertiser assumes the responsibility for errors.
- Any advertisements or notifications placed for a going-out-of-business sale, closing, out-of-town business or bankruptcy sales must be **pre-paid**.
- Classified advertising must be **pre-paid**, unless credit has been established with The Fredericksburg Standard Radio-Post business office. Company credit and payment terms apply. The Fredericksburg Standard Radio-Post and its affiliated publications have the right to refuse any advertisement of preprint.
- The Fredericksburg Standard Radio-Post does not guarantee page position. All advertising position requests will be taken into consideration when possible.
- The Fredericksburg Standard Radio-Post retains all rights and titles to all layouts of advertisements created by The Fredericksburg Standard Radio-Post.
- Advertisers, agencies and agents will assume all liabilities for advertisements published and agree to assume all responsibility for claims occurring against The Fredericksburg Standard Radio-Post.
- We reserve the right to place all classified line and display ads according to appropriate classifications deemed by The Fredericksburg Standard Radio-Post.
- If a tear sheet is unavailable, an affidavit as proof of publication may be purchased for \$25 each.
- To cancel a signed agreement prior to the end of the agreed-on period, the advertiser agrees to pay for space used prior to cancellation at the applicable rate to the space volume achieved plus any cost incurred in collection.
- Cancellation of scheduled advertising will be accepted 1 day prior to the originally intended publication day only. Production and advertising set and canceled prior to publication will be charged to the advertiser based on labor and material used.

We accept all major credit cards!



**Fredericksburg
Standard
Radio Post**

Fredericksburg Publishing Company
712 W. Main P.O. Box 1639
Fredericksburg, Texas 78624
830-997-2155
www.fredericksburgstandard.com

Place Legal Notices on Your own Time!

In addition to our current service, we are now offering you a new self serve option to help you save time on legal ads and public notices. We've adopted a new online platform (called Column) that lets you place legal ads or public notices with us anywhere, anytime!

Visit <https://www.column.us/register>
to set up an account today!

Print | Online | Statewide

Column

Fredericksburg Standard
Radio Post

