



Fredericksburg Standard-Radio Post

FULL PAGE
10"x21"
(6 columns)

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

2026 ADVERTISING RATES

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

HALF PAGE
10"x10.5"
(6 columns)

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.

QUARTER PAGE
4.9375"x10.5"
(3 columns)

RETAIL & CLASSIFIED DEADLINE: Monday 5pm

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

EIGHTH PAGE
4.9375"x5"
(3 columns)

INSERT SHIPPING INFORMATION:

San Marcos Record
Receiving Dock
1910 S I-35 Frontage Rd.,
San Marcos, TX 78666
Monday-Friday 8am-5pm

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:

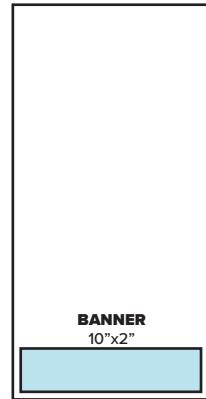
The Standard-Radio Post newspaper is produced by offset with full color capability. Column width is 1.5625"; page size 6 columns by 21 inches.

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:

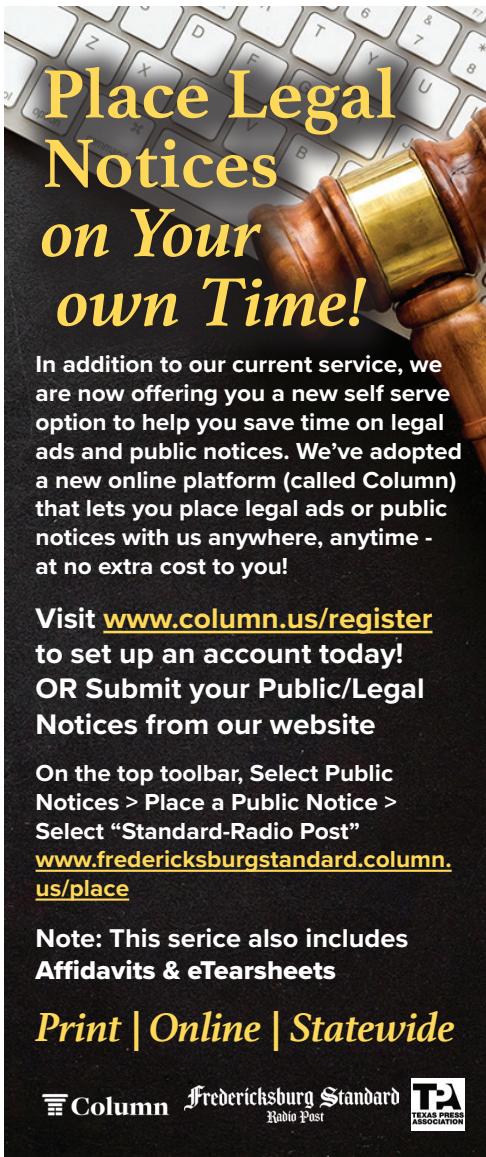
BANNER

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



BANNER
10"x2"

ENSURE PREMIUM VISIBILITY OF YOUR ADVERTISEMENT IN BOTH DIGITAL AND NEWSPRINT FOR THE BEST EXPOSURE WHEN SUBMITTING YOUR REQUEST ONLINE 24/7



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!



DAILY UPDATE NEWSLETTER DIGITAL ADVERTISING:

- \$150 per week (5 business days only)
- \$125 per week (discount with the "same" newsprint ad scheduled)

Advertise in our daily newsletter, which reaches approximately 16,000 online subscribers (M-F). The rate for a full-color advertisement is \$150 per week. We also provide a discounted rate of \$125 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. All Classified Public, Legal, and TABC Notice include a mandatory **\$25.00 Affidavit Fee**, no exceptions.

POLITICAL ADVERTISING:

\$15.00 pci (per column inch); must be pre-paid – non-commissionable. Political advertisements must include a disclaimer (ie: Political advertisement paid for by XXXX).

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

NON-PROFIT DISCOUNT RATE:

\$12.00 pci (per column inch)