



THE LAMB COUNTY LEADER-NEWS

OPEN/LOCAL RATES

RETAIL DISPLAY

\$6.50 PCI Black & White
Add \$240 Flat for Color

CLASSIFIED DISPLAY

\$7.00 PCI

NON-PROFIT (501c3) DISCOUNT

25% Off Total Price

CLASSIFIED LINE ADS

\$5.00 per ad (12 words or less)
\$.40 per word additional

PRE-PRINTED INSERTS

\$210.00 8 Tab or less

\$225.00 12 Tab

\$250.00 16 Tab

\$275.00 20 Tab +

Full Run Only - 2,000 Qty.

Send To: 313 W. 4th Street, Littlefield, TX 79339

NATIONAL/AGENCY RATES

Rates as indicated, net-to-paper. Volume discounts available.

PUBLIC NOTICES (LEGAL ADVERTISING)

Submit via Word Document to ads@lambcountynewsleader.com for quote

OBITUARIES

Submit via Word Document to news@lambcountynewsleader.com for quote

MODULAR SIZE PROGRAM

	COLOR	B&W	DIMENSIONS
Full Page	\$975	\$775	11.62" x 21.00"
Half Page	\$540	\$390	11.62" x 10.50"
Qtr. Page	\$275	\$195	5.75" x 10.50"
Eighth Page	\$145	\$100	5.75" x 5.25"

Wednesday Business Card Special

Bus. Card	\$20 per	4-Weeks	3.79" x 2.00"
Bus. Card	\$18 per	13-Wks +	3.79" x 2.00"

MEASUREMENTS

LOCAL & CLASSIFIED DISPLAY ADVERTISING

Columns	Inches
1	1.83"
2	3.79"
3	5.75"
4	7.71"
5	9.67"
6	11.62"

DEADLINES: Mondays and Thursdays at 5 PM CST.

PUBLICATION DAYS: Wednesday & Sunday

CONTACT:

806-385-4481

ads@lambcountynewsleader.com

LAMBCOUNTYLEADERNEWS.COM

DIGITAL ADVERTISING

Includes visibility throughout all local web display positions

728x90 & 300x250

Per Month

50%

\$400

25%

\$225

10%

\$100

5%

\$60

NEWSLETTER ADVERTISING

600x200

Per Month

Top

\$200

Middle

\$150

Lower

\$100

Publisher reserves the right to reject or cancel any advertisement or part of any advertisement at any time. When an advertisement contains an error which is not the fault of an advertiser or agency, the liability of the publisher shall not exceed supplying a correction letter and credit for the space occupied by incorrect item - this includes public notices and legal advertising. In no event is the publisher liable for special, consequential, incidental, indirect or punitive damages, including but not limited to lost profits. No responsibility is assumed for more than one incorrect insertion of any advertisement. Where proof of ad is submitted, advertiser assumes all responsibility for any error not marked on a proof. There shall be no liability for non-insertion of any advertisement beyond the amount paid for such advertisements. All advertising is required to be paid in advance, prior to publishing, unless credit has been established and approved. Political advertising must be paid in advance and approved by publisher. Ad placement is not guaranteed without a 25% additional charge. Color placements are subject to availability. **Effective January 1, 2022.**