

South Belt-Ellington Leader

"Voice of Community-Minded People"

Ads must be paid for at time of placement

For ads 11 column inches or more



\$15 per column inch one time insertion

\$14 per column inch 2 or 3 times consecutively

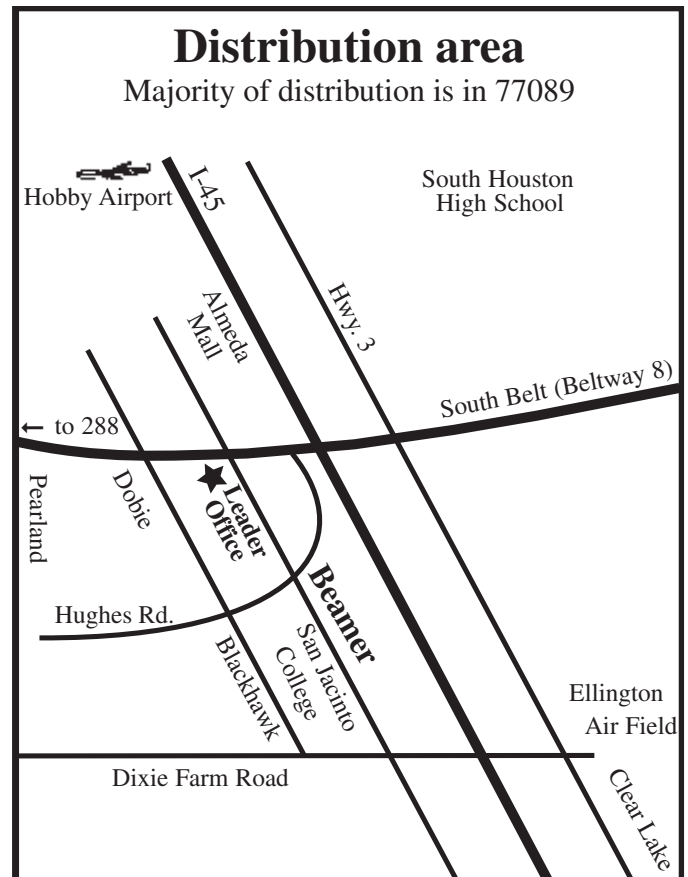
\$13 per column inch beginning with 4th consecutive week

*Additional charges for color. Prices subject to change without notification.
Not SAU Measurements. Rates are non-commissionable.*

Super Savings

Pay in advance for 4 weeks advertising and be placed on our lower rate immediately.

- *Established February 5, 1976*
- *Print Circulation: approximately 12,000*
- *Approximately 4,000 downloads of each paper in pdf format*
- *Published every Thursday*
- *Deadline for Ad Copy - Tuesday noon*
- *Distributed to Over 100 Locations*
- *Independently owned and operated by Marie Flickinger & Davy Flickinger*



11555 Beamer • Houston, Tx 77089

281-481-5656 • Fax: 281-481-5730 • E-mail: mynews@southbeltleader.com

Visit us on the Web at www.southbeltleader.com

South Belt-Ellington Leader

281-481-5656 • Fax: 281-481-5730 • E-mail: mynews@southbeltleader.com

WEEKLY RATES

1-10 Column inches **L**~1 time **W**~2-3 times **T**~4+ times

11+ Column inches **K**~1 time **V**~2-3 times **S**~4+ times

		L	W	T	
		C.I.	\$15.50	\$14.50	\$13.50
2 X 1	2	31.00	29.00	27.00	
2 X 1.5	3	46.50	43.50	40.50	
2 X 2	4	62.00	58.00	54.00	
2 X 3	6	93.00	87.00	81.00	
2 X 4	8	124.00	116.00	108.00	
3 X 3	9	\$139.50	\$130.50	121.50	
2 X 5	10	\$155.00	\$145.00	135.00	

		K	V	S	
		C.I.	\$15.00	\$14.00	\$13.00
2 X 6	12	\$180.00	\$168.00	156.00	
2 X 7	14	\$210.00	\$196.00	182.00	
2 X 8	16	\$240.00	\$224.00	208.00	
2 X 9	18	\$270.00	\$252.00	234.00	
2 X 10	20	\$300.00	\$280.00	260.00	
3 X 4	12	\$180.00	\$168.00	156.00	
3 X 5	15	\$225.00	\$210.00	195.00	
3 X 6	18	\$270.00	\$252.00	234.00	
3 X 7	21	\$315.00	\$294.00	273.00	
3 X 8	24	\$360.00	\$336.00	312.00	
3 X 9	27	\$405.00	\$378.00	351.00	
3 X 10	30	\$450.00	\$420.00	390.00	
4 X 4	16	\$240.00	\$224.00	208.00	
4 X 5	20	\$300.00	\$280.00	260.00	
4 X 6	24	\$360.00	\$336.00	312.00	
4 X 7	28	\$420.00	\$392.00	364.00	
4 X 8	32	\$480.00	\$448.00	416.00	
4 X 9	36	\$540.00	\$504.00	468.00	
4 X 10	40	\$600.00	\$560.00	520.00	
4 X 11	44	\$660.00	\$616.00	572.00	
4 X 12	48	\$720.00	\$672.00	624.00	
5 X 5	25	\$375.00	\$350.00	325.00	
5 X 6	30	\$450.00	\$420.00	390.00	
5 X 7	35	\$525.00	\$490.00	455.00	
5 X 8	40	\$600.00	\$560.00	520.00	
5 X 9	45	\$675.00	\$630.00	585.00	
5 X 10	50	\$750.00	\$700.00	650.00	
6 X 6	36	\$540.00	\$504.00	468.00	
6 X 7	42	\$630.00	\$588.00	546.00	
6 X 8	48	\$720.00	\$672.00	624.00	
6 X 9	54	\$810.00	\$756.00	702.00	
6 X 10	60	\$900.00	\$840.00	780.00	
6 X 11	66	\$990.00	\$924.00	858.00	
6 X 12	72	\$1,080.00	\$1,008.00	936.00	
6 X 13	78	\$1,170.00	\$1,092.00	1,014.00	
6 X 14	84	\$1,260.00	\$1,176.00	1,092.00	

		C.I.	K	V	S
7 X 7	49	\$735.00	\$686.00	\$637.00	
7 X 8	56	\$840.00	\$784.00	\$728.00	
7 X 9	63	\$945.00	\$882.00	\$819.00	
7 X 10	70	\$1,050.00	\$980.00	\$910.00	
7 X 11	77	\$1,155.00	\$1,078.00	\$1,001.00	
7 X 12	84	\$1,260.00	\$1,176.00	\$1,092.00	
7 X 13	91	\$1,365.00	\$1,274.00	\$1,183.00	
7 X 14	98	\$1,470.00	\$1,372.00	\$1,274.00	
7 X 15	105	\$1,575.00	\$1,470.00	\$1,365.00	
7 X 16	112	\$1,680.00	\$1,568.00	\$1,456.00	
7 X 17	119	\$1,785.00	\$1,666.00	\$1,547.00	
7 X 18	126	\$1,890.00	\$1,764.00	\$1,638.00	
7 X 19	133	\$1,995.00	\$1,862.00	\$1,729.00	
7 X 20	140	\$2,100.00	\$1,960.00	\$1,820.00	
7 X 21	147	\$2,205.00	\$2,058.00	\$1,911.00	
8 X 8	64	\$960.00	\$896.00	\$832.00	
8 X 9	72	\$1,080.00	\$1,008.00	\$936.00	
8 X 10	80	\$1,200.00	\$1,120.00	\$1,040.00	
8 X 11	88	\$1,320.00	\$1,232.00	\$1,144.00	
8 X 12	96	\$1,440.00	\$1,344.00	\$1,248.00	
8 X 13	104	\$1,560.00	\$1,456.00	\$1,352.00	
8 X 14	112	\$1,680.00	\$1,568.00	\$1,456.00	
8 X 15	120	\$1,800.00	\$1,680.00	\$1,560.00	
8 X 16	128	\$1,920.00	\$1,792.00	\$1,664.00	
8 X 17	136	\$2,040.00	\$1,904.00	\$1,768.00	
8 X 18	144	\$2,160.00	\$2,016.00	\$1,872.00	
8 X 19	152	\$2,280.00	\$2,128.00	\$1,976.00	
8 X 20	160	\$2,400.00	\$2,240.00	\$2,080.00	
8 X 21	168	\$2,520.00	\$2,352.00	\$2,184.00	
9 X 9	81	\$1,215.00	\$1,134.00	\$1,053.00	
9 X 10	90	\$1,350.00	\$1,260.00	\$1,170.00	
9 X 11	99	\$1,485.00	\$1,386.00	\$1,287.00	
9 X 12	108	\$1,620.00	\$1,512.00	\$1,404.00	
9 X 13	117	\$1,755.00	\$1,638.00	\$1,521.00	
9 X 14	126	\$1,890.00	\$1,764.00	\$1,638.00	
9 X 15	135	\$2,025.00	\$1,890.00	\$1,755.00	
9 X 16	144	\$2,160.00	\$2,016.00	\$1,872.00	
9 X 17	153	\$2,295.00	\$2,142.00	\$1,989.00	
9 X 18	162	\$2,430.00	\$2,268.00	\$2,106.00	
9 X 19	171	\$2,565.00	\$2,394.00	\$2,223.00	
9 X 20	180	\$2,700.00	\$2,520.00	\$2,340.00	
9 X 21	189	\$2,835.00	\$2,646.00	\$2,457.00	
Full page	193.5	\$2,902.50	\$2,709.00	\$2,515.50	
1/2 page	94.5	\$1,417.50	\$1,323.00	\$1,228.50	
1/3 page	63	\$945.00	\$882.00	\$819.00	
1/4 page	48	\$720.00	\$672.00	\$624.00	
1/8 page	24	\$360.00	\$336.00	\$312.00	

All prices are subject to change without notification.

April 2011

South Belt-Ellington Leader

281-481-5656 • Fax: 281-481-5730 • E-mail: mynews@southbeltleader.com
Visit us on the Web at www.southbeltleader.com

Leader Mechanicals

1 column = 1.479 inches wide
2 columns = 3.058 inches wide
3 columns = 4.637 inches wide
4 columns = 6.219 inches wide
5 columns = 7.8 inches wide
6 columns = 9.383 inches wide
7 columns = 10.966 inches wide
8 columns = 12.548 inches wide
9 columns = 14.13 inches wide
*Full page size is 9 column (14.13 inches) wide
by 21.5 inches high.*

1 col. x 2 in.

Run 1 week for \$31.
Run 2-3 weeks for \$29
per week.
Run 4 or more weeks
for \$27 per week.

2 column x 1 inch

Run 1 week for \$31.
Run 2-3 weeks for \$29 per week.
Run 4 or more weeks for \$27 per week.

2 column x 3 inches

Run 1 week for \$93.
Run 2-3 weeks for \$87 per week.
Run 4 or more weeks for \$81 per week.

*All prices are subject to change without
notification.*

*Leader column widths are not
current SAU width.*

2 column x 1.5 inches

Run 1 week for \$46.50.
Run 2-3 weeks for \$43.50 per week.
Run 4 or more weeks for \$40.50 per week.

2 column x 2 inches

Run 1 week for \$62.
Run 2-3 weeks for \$58 per week.
Run 4 or more weeks for \$54 per week.

2 column x 4 inches

Run 1 week for \$124.
Run 2-3 weeks for \$116 per week.
Run 4 or more weeks for \$108 per week.

South Belt-Ellington Leader

3 column x 2 inches

Run 1 week for \$93.

Run 2-3 weeks for \$87 per week.

Run 4 or more weeks for \$81 per week.

3 column x 3 inches

Run 1 week for \$139.50.

Run 2-3 weeks for \$130.50 per week.

Run 4 or more weeks for \$121.50 per week.

4 column x 4 inches

Run 1 week for \$240.

Run 2-3 weeks for \$224 per week.

Run 4 or more weeks for \$208 per week.