



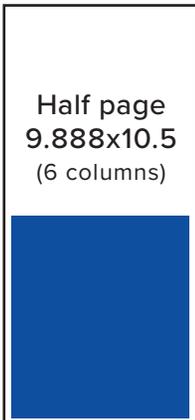
## 2026 Advertising Rates

Advertising choices made easy - just select the right one for your needs! Choose from the most popular and effective sizes below and you're done. Discounts on multiple runs of 4 + with in 30 days.

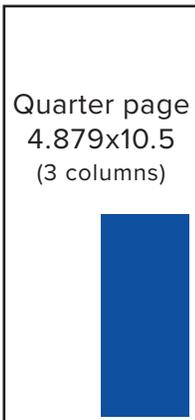
Full page  
 9.888x21  
 (6 columns)



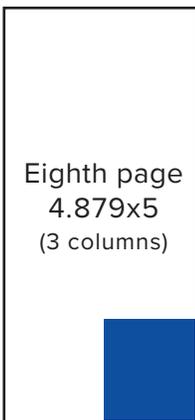
Half page  
 9.888x10.5  
 (6 columns)



Quarter page  
 4.879x10.5  
 (3 columns)



Eighth page  
 4.879x5  
 (3 columns)



### RETAIL MODULAR DISPLAY RATES

	BLACK AND WHITE	FULL COLOR
Full page	\$1,512	\$1,890
Half page	\$756	\$945
Quarter page	\$378	\$472.50
Eighth page	\$180	\$225
2x5	\$120	\$150
2x2	\$48	\$60

OPEN B&W  
**\$12**

OPEN COLOR  
**\$15**

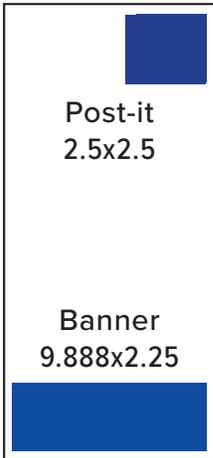
### DAILY TIMES.COM ADVERTISING RATES

50,000..... Digital Impressions.....	\$500
25,000..... Digital Impressions.....	\$250
10,000..... Digital Impressions.....	\$100

### DEADLINES - RETAIL & CLASSIFIED DISPLAY

Tuesday edition	Thursday edition	Saturday edition
Deadline:	Deadline:	Deadline:
Thursday, 5pm	Monday, 5pm	Wednesday, 5pm

**CLASSIFIED LINE AD DEADLINE: 5pm, 2 days prior to publication**



## FRONT PAGE ADVERTISING

### FRONT PAGE BANNER

1X	\$600
6X	\$550
12X	\$500
26X	\$450

Full color included in price shown.

## PRINT MECHANICAL DIMENSIONS

Printed page same size as layout (9.888" wide X 21" deep).  
 Double truck is 20.888" wide by 21" deep.  
 Tabloid is 9.888" wide by 9.888" deep.

#### RETAIL COLUMN WIDTHS

1 Column	1.539
2 Column	3.209
3 Column	4.879
4 Column	6.548
5 Column	8.218
6 Column	9.888

#### CLASSIFIED COLUMN WIDTHS

1 Column	1.00
2 Column	2.097
3 Column	3.194
4 Column	4.291
5 Column	5.388
6 Column	6.486
7 Column	7.583
8 Column	8.680
9 Column	9.777

## INSERTS

#### PAGE COUNT

1 - 2 page	\$50
4 - 16 pages (8 std.)	\$55
20 - 24 pages (12 std.)	\$58
28 - 32 pages (16 std.)	\$61

#### PRICE PER THOUSAND

*Frequency discounts available. Preprints should be scheduled and delivered by seven days prior to publication date.*

## CLASSIFIED DISPLAY RATES

**OPEN**  
**\$12** Per Column Inch

**PICK-UP\***  
**\$10** Per Column Inch

**NON-PROFIT\***  
**\$11** Per Column Inch

*\*Pick-up must be within 7 days of original ad being run at full price. Straight pick-ups only, no copy changes. For classified line advertising call 830-225-2600 or submit online at [dailytimes.com](http://dailytimes.com)*

*Pricing effective January 1, 2025. All advertising transactions are subject to a 3.5% administrative fee*

## ADVERTISING & CREDIT POLICY

- A. The Kerrville Daily Times 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.
- B. Any advertisements or notifications placed for a going-out-of-business sale, closing, out-of-town business or bankruptcy sales must be pre-paid.
- C. Classified advertising must be pre-paid, unless credit has been established with The Kerrville Daily Times business office. Company credit and payment terms apply. The Kerrville Daily Times and its affiliated publications have the right to refuse any advertisement or preprint.
- D. The Kerrville Daily Times does not guarantee page position. All advertising position requests will be taken into consideration when possible.
- E. The Kerrville Daily Times retains all rights and titles to all layouts of advertisements created by The Kerrville Daily Times.
- F. Advertisers, agencies and agents will assume all liabilities for advertisements published, and agree to assume all responsibility for claims occurring against The Kerrville Daily Times.
- G. We reserve the right to place all classified line and display ads according to appropriate classifications deemed by The Kerrville Daily Times.
- H. If a tearsheet is unavailable, an affidavit as proof of publication may be purchased for \$30 each.
- I. 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.
- J. Cancellation of scheduled advertising will be accepted 2 days prior to the originally intended publication day only. Production on advertising set and cancelled prior to publication will be charged to the advertiser based on labor and material used.
- K. All Retail/Classified Display Ads include a \$10 Web Fee for digital delivery into our online E-edition.

## INSERT SHIPPING INFORMATION:

The Kerrville Daily Times  
 1342 Industrial Drive  
 New Braunfels, TX 78130  
 Monday-Friday 8am-5pm

For advertising...  
 call 830-225-2600,  
 or email  
[advertising@dailytimes.com](mailto:advertising@dailytimes.com)