

# THE BOERNE STAR

## 2025 CAMPAIGN OPTIONS & ADVERTISING RATES

Our newspaper provides targeted delivery for your marketing message in the Boerne and surrounding areas and into Kendall County.

### DISPLAY ADVERTISING

#### STANDARD SIZING & RATES

	NAME	BW	COLOR
2X2	STANDARD	\$60	\$72
2X3	STANDARD	\$90	\$108
2X5	STANDARD	\$150	\$180
3X5	EIGHTH	\$225	\$270
3X10.5	V. QUARTER	\$472.50	\$567
6X5.25	H. QUARTER	\$472.50	\$567
3X21	V. HALF	\$945	\$1,134
6X10.5	H. HALF	\$945	\$1,134
6X21	FULL	\$1,890	\$2,268



**RATES INCLUDE GRAPHIC DESIGN**

### BUSINESS & SERVICE DIRECTORY

<b>AIR CONDITIONING</b>  BOERNE AIR CONDITIONING & HEATING 210-393-1138	<b>FURNITURE REPAIR / RESTORATION</b>  Chair Caning 830-370-6943	<b>PAINTING</b>  Meister Painting & Remodeling 830-446-2307	<b>RANCH CLEARING</b>  LONE STAR RANCH CLEARING 830-370-6943
<b>ASPHALT</b>  A.E. ASPHALT 210-393-1138	<b>INSURANCE</b>  BOERNE INSURANCE 210-803-2463	<b>ROOFING</b>  BOERNE ROOFING 210-803-2463	<b>METAL BUILDINGS</b>  ROYAL METAL BUILDINGS 830-249-2441
<b>CONSTRUCTION</b>  HAGENDORF CONSTRUCTION CO. 210-393-1138	<b>PRO HEALTH INSURANCE</b>  PRO HEALTH INSURANCE 210-393-1138	<b>THIS SPACE AVAILABLE</b> ONLY \$40 PER WEEK Your Ad will run on Wednesday and Sunday Call Kathleen at 830-249-2441	<b>WELL DRILLING</b>  H.W. SCHWOPE & SONS 830-249-2441



**ASK US ABOUT OUR OTHER SPECIAL PROMOS**

**RESERVE YOUR ADVERTISING SPACE TODAY • 830.249.2441**

# THE BOERNE STAR

## DISPLAY AD MECHANICALS

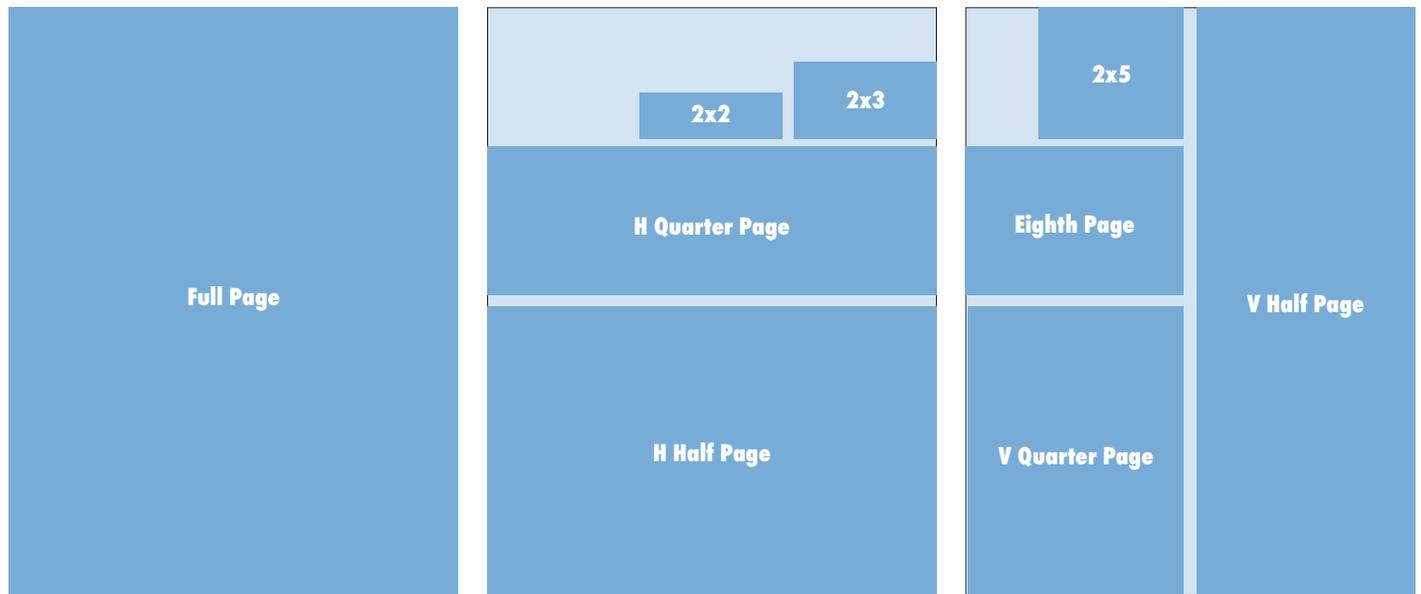
Ad design is included in the purchase of your advertising. Let us help you market your business.

SIZE	NAME	COLS.X INCHES	TOTAL INCHES	DESIGN SPECS
2X2	STANDARD	2X2	4	3.22"X2"
2X3	STANDARD	2X3	6	3.22"X3"
2X5	STANDARD	2X5	10	3.22"X5"
3X5	EIGHTH	3X5	15	4.91"X5"
VERTICAL QUARTER	V. QUARTER	3X10.5	31.5	4.91"X10.5"
HORIZONTAL QUARTER	H. QUARTER	6X5.25	31.5	10"X5.25"
VERTICAL HALF	V. HALF	3X21	63	4.91"X21"
HORIZONTAL HALF	H. HALF	6X10.5	63	10"X10.5"
FULL	FULL	6X21	126	10"X21"

**Law Office of Lasca A. Arnold, PLLC**  
Estate Planning • Probate • Wills  
Trusts • Real Estate Law  
210.996.3163  
926 E. Blasco Rd., Boerne, TX 78006  
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## CAMERA-READY SPECS

PDF format with fonts embedded, produced to correct dimensions for purchased size.

Art must be 300 dpi.

All color ads must be CMYK.

**CAMERA READY ADS  
MUST BE SUBMITTED  
24 HOURS PRIOR TO  
PRESS DEADLINE**

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## ONLINE/SOCIAL MEDIA

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## WEBSITE ADVERTISING RATES (per month)

HOMEPAGE SLIDESHOW (570 X 262,5 PX)	\$150
LEADERBOARD (728 X 90 PX)	\$100
RIGHT COLUMN SIDEBAR (300 X 250 PX)	\$65
SKYSCRAPER (160 X 600 PX)	\$75
FOOTER (180 X 150 PX)	\$50

## FACEBOOK ADVERTISING RATES

POST OR POST SHARE	\$65
AD BOOST (1080 X 1080 PX) + Boost Minimum of \$50 (boost budget is flexible)	

## EMAIL E-Edition ADVERTISING RATES

TOP O-F EMAIL LEADERBOARD (728 X 90 PX)	\$150
BOTTOM OF EMAIL LEADERBOARD (728 X 90 PX)	\$100
SIDEBARS (300 X 250 PX)	\$75

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## NEWSPAPER INSERTS

Inserts are a Flat Rate of \$400/Run Up To 3,000 Units

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