



## 2019 Rate Sheet

*Serving Central Texas since 1987*

5200 King Charles Drive – Austin, TX 78724

Phone/Fax: (512) 499-8713 | Cell Phone: (512) 579-6125

[akwasievs2013@gmail.com](mailto:akwasievs2013@gmail.com)

[www.nokoaweekly.com](http://www.nokoaweekly.com)

Circulation 5,000 per week | Publisher/Editor – **Akwasi Evans**

### 2019 Local Advertising Rate Card

Local Display Ad Rate = **\$20 per column inch**

Front page placement **\$40 per column inch**

Local Classified Ad Rate = **\$ 25 for the first 25 words, 25¢ per additional word**

### 2017-2018 National Advertising Rate Card

National Ad Rate = **\$35 per column inch**

Front page placement **\$50 per column inch**

National Classified Ad Rate = **\$ 25 for the first 25 words, 25¢ per additional word**

### Frequency Discounts

2-3 Consecutive ads runs = 5%

4-9 Consecutive ad runs = 10%

10-19 Consecutive ad runs = 15%

20-35 Consecutive ad runs = 20%

36- 51 Consecutive ad runs = 25%

**Annual Contract = 30%**

Full color ads add **\$250**, Spot color ads add **\$100** per color.

Inserts **\$150** per 1,000 partial run, **\$125** per 1,000 full run.

**All payments due within 30 days of receipt of invoice. We charge a 5% per month penalty on all ads not paid within 60 days of receipt of invoice.**

Mechanical      Broadsheet SAU) 12"X21"  
Dimensions:      12"X21" with 6 columns 1.75" wide separated by 1/8" gutter  
                         1/2 Page Dimensions = 6"X20" or 12"X 10"  
                         1/4 Page Dimensions = 6"X10" and 1/8 Page Dimensions = 6"X5"

*Deadlines for weekly ads are at noon each Tuesday of the week of the ad run.*

*NOKOA goes to press each Wednesday and distributes each Thursday.*

### **Annual Special Editions**

|                                      |                   |
|--------------------------------------|-------------------|
| Martin Luther King, Jr. Special      | January 24, 2019  |
| Black History Month Special          | February 21, 2019 |
| International Women's Special        | March 14, 2019    |
| Malcolm X Commemoration              | May. 23, 2019     |
| Juneteenth Special                   | June 27, 2019     |
| NOKOA's 32 <sup>th</sup> Anniversary | August 8, 2019    |
| Publisher's Birthday Special         | October 17, 2019  |
| Christmas/Kwanzaa Special            | December 26, 2019 |