## Display Ads

**Display Ads**

All net rates listed are cost per ad.

<table>
<thead>
<tr>
<th></th>
<th>FULL PAGE</th>
<th>3/4 JUNIOR OR 2/3</th>
<th>HALF PAGE</th>
<th>3/8</th>
<th>1/3</th>
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<th>1/8</th>
<th>1/12</th>
<th>1/16</th>
<th>1/24*</th>
<th>1/32*</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
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<td>2430</td>
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</tbody>
</table>

### Color

- **$200 for full page**
- **$100 for fractional sizes**

### Placement

Placement requests are guaranteed, if available, only with a 20% premium of the cost of the ad.

### Art, Event, & Class Listings

In column ads available to individual artists, performers and teachers within our calendar listings.

**$35 per column inch**

2.375 inches wide, 6-inch max height

### Club Listing Ads

In-column ads available to individual musicians and bands within our club listings.

**$25 per column inch**

1.5 inches wide, 6-inch max height

### Backpage Display Advertising

Color included. Premium placement in the following sizes:

<table>
<thead>
<tr>
<th></th>
<th>1/4H</th>
<th>1/8H</th>
<th>1/16</th>
<th>1/32</th>
</tr>
</thead>
<tbody>
<tr>
<td>1X</td>
<td>1050</td>
<td>632</td>
<td>385</td>
<td>259</td>
</tr>
<tr>
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<td>582</td>
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<td>230</td>
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<tr>
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<td>769</td>
<td>476</td>
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<td>214</td>
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<tr>
<td>12x</td>
<td>703</td>
<td>439</td>
<td>284</td>
<td>205</td>
</tr>
</tbody>
</table>

### Inserts

Our controlled-circulation distribution system allows advertisers to target specific areas of the Austin metro with pre-printed inserts. Our full 75,000 circulation is also available for those wishing to maximize exposure.

**$80 per 1,000 inserts**

*PRINT PRICING VARIES. MINIMUM 40,000.

### Cover Stickers

The first thing our readers see: our cover. Stand out with high impact full-color stickers. The easily recognizable size of a standard post-it, they’re a great way for readers to take your ad campaign with them wherever they go.

**$8,000 (includes printing and application)**

Full color, 3” x 3” (0.125” bleed)

### Policies

All advertising is prepaid. The Austin Chronicle accepts cash, check, Mastercard, and Visa. Credit may be extended to certain business classifications after a completed credit application is received and approved. Print display ad deadline is Friday at 5pm, seven days prior to publication.