

So much more than just a newspaper...

The Jasper County News is more than just a newspaper. While honoring its rich print product, it thrives in the digital age – integrating a robust web-site, daily newsletters, and active social media platforms. These channels form a cohesive ecosystem – our “Wheel of

Exposure™” – designed to amplify your message across all of Jasper County. Every medium works in tandem, ensuring your advertisement reaches the community effectively, keeping residents informed and engaged across all our media platforms.



When You Want To Reach Jasper County. There is no substitute.

Jasper County News has a county-wide readership, reaching well into SE Texas markets while maintaining focus on local news. Jasper County News is published weekly, from Jasper, Texas on Wednesday.

Adjacent counties

- Polk – West
- Hardin – West
- Orange – South
- Newton – East
- Tyler – North
- Angelina – N.W

Distances

- Jasper to Beaumont
- Jasper to Newton
- Jasper to Silsbee
- Jasper to Lufkin
- Jasper to Livingston

- 58 Miles
- 28 Miles
- 36 Miles
- 44 Miles
- 50 Miles

Media Rate Card - Effective July 1, 2026
Experience Total Market Coverage



The Jasper County News is a brand-new newspaper in Southeast Texas. That’s an exciting development for Jasper and the surrounding communities. So, where did we get all these numbers from? Some are steadily building and growing every day, and by the time you hold this sales flyer or our official rate card, those figures will have likely grown significantly. But as of now, we wanted to share where they currently stand.

Already, there’s a considerable buzz about Jasper County getting a new newspaper. I’ve got 30 years of experience in this business, and I remember what the Jasper Newsboy meant back in the day. It’s a fun term for us “old guys,” but the truth is, the Jasper Newsboy was one of the most respected community newspapers in Texas—so we’re bringing that tradition back with the Jasper County News.

We hope you’ll join us in supporting your new community newspaper by advertising with us and help build the paper that Jasper County deserves—one that all of our residents and communities can respect and rely on.

— Dennis H. Phillips
President, Phillips Publishing LLC

Popular Advertising Rates at a Glance

Newspaper	Newsletter	Website	Combo
Full Page - Color - \$1,095.00 • Appears on either Page 2, inside back or back page. Ad is 10" x 21" • B/W Ad - \$1,020. Appears on any inside page not reserved for color. \$165.00 discount 4 weeks continuous per week.	Flyer 5 Days - \$100.00 10 Days - \$185.00 15 - Days - \$265.00 20 Days - \$350.00 25 Days - \$400.00 800 pixels wide x 1200 Tall - This is the largest ad that appears in the newsletter.	Top Banner Ad 1 Month - \$85.00 3 Months - \$204.00 6 Months - \$408.00 12 Months - \$816.00 270 pixels wide x 450 pixels Tall.	Event - \$421.00 per week. • 3 x 10.5 - Quarter page ad in the paper, in color. • Newsletter Flyer until the event date, not to exceed 10 days. • Skybox Sidebar on the Website to run until event date not to exceed 10 days • Social Media Post, not to exceed one per week.
Half Page - Color - \$589.25 • Appears on either Page 2, inside back or back page. Ad is 10" x 10.5" or 4.9" x 21 • B/W Ad - \$514.25 Appears on any inside page not reserved for color. \$82.50 discount 4 weeks continuous per week.	Top Banner Ad, When Available 5 Days - \$75.00 10 Days - \$105.00 15 - Days - \$140.00 20 Days - \$200.00 25 Days - \$225.00 800 pixels wide x 165 Pixels tall.	Banner Ad 1 Month - \$55.00 3 Months - \$132.00 6 Months- \$264.00 12 Months- \$528.00 800 pixels wide x 175 pixels Tall.	Service - \$269.00 per week • 3 x 5 - Eighth page ad in the paper, in color. • Newsletter Box until the event date, not to exceed 5 days. • Skybox Square on the Website to run until event date not to exceed 1 month • Social Media Post, not to exceed one per week.
Quarter Page - Color - \$342.00 • Appears on either Page 2, inside back or back page. Ad is 4.9: x 10.5" or 10" x 5.25 • B/W Ad - \$267.75 Appears on any inside page not reserved for color. \$15.00 discount 4 weeks continuous per week.	Box 5 Days - \$50.00 10 Days - \$85.00 15 - Days - \$125.00 20 Days - \$165.00 25 Days - \$210.00 800 pixels wide x 165 Pixels tall.	Skybox Sidebar 1 Month - \$85.00 3 Months - \$204.00 6 Months - \$408.00 12 Months - \$816.00 270 pixels wide x 450 pixels Tall.	Doing Business As - \$171.00 per week • 2 x 5 - Sixteenth page ad in the paper • Newsletter Box until the event date, not to exceed 5 days. • Sidebar Square on the Website to run until event date not to exceed 1 month • Social Media Post, not to exceed one per week.
Eighth Page - Color - \$202.00 • Appears on either Page 2, inside back or back page. Ad is 4.9: x 5" • B/W Ad - \$127.50 Appears on any inside page not reserved for color. \$15.00 discount 4 weeks continuous per week.		Sidebar Square 1 Month - \$55.00 3 Months - \$132.00 6 Months- \$264.00 12 Months- \$528.00 270 pixels wide x 270 pixels Tall.	
When placing your ad in the paper, the digital copy of the paper is included at no extra charge.	The newsletter is delivered Mon.-Fri. and your ad is linked. Those clicks can be tracked for a monthly report of activity.	The highest traffic website in Hardin County with an average of 3,583 visitor's monthly.	This combo column includes social media posts on the largest commercial website on Facebook for Hardin County.

ROP (Run of Paper) Display Advertising Rates

Open Rate: \$8.50 per column inch.
Continuous Open Rate: \$7.50 per column inch.
Continuous Rate Applies with a 13 week ad run or more.

CLASSIFIED DISPLAY Advertising Rates

Open Rate: \$8.50 per column inch.
Continuous Open Rate: \$7.50 per column inch.
Ad run minimum of 13 weeks or more

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Mechanical Sizes

ROP (Run of Paper) 300 dpi

1 Column.....1.52 in

2 Column.....3.22 in

3 Column.....4.91 in

4 Column.....6.61 in

5 Column.....8.30 in

6 Column.....10 in

CLASSIFIED DISPLAY 300 dpi

2 Column.....2.37 in

4 Column.....4.91 in

6 Column.....7.45 in

8 Column.....10 in

SPECIAL DISPLAY 300 dpi

Page 1 Top Banner10 in. x 1.75 in

Top Page Banner10 in x 1.75 in

Page 1 Bottom3.44 in. x 1.75 in

Sudoku Puzzle3.20 in x 2.00 in

Athletic Booster2.30 in x 1.70 in

Popular Display ROP 300 dpi

Full Page10 in. x 21 in

Half Page.....10 in. x 10.5 in

Quarter Page4.91 in. x 10.5 in

Eighth Page4.91 in x 5 in

2 col x 5 col.....3.22 in x 5 in

CLASSIFIED LINE Advertising Rates

\$20.00 for the first 15 words. .25 cents/word after, per week.

INSERTION

Single Sheet \$90.00 per 1,000 pieces

Four Sheet \$145.00 per 1,000 pieces

Booklet \$185.00 per 1,000 pieces

Jasper County News requires 2,000 pieces, per week. Target marketing by Racks, Zip Code etc. is available.

SPECIAL PLACEMENT

There are many sought after placement spots in the newspaper. Min. 13 week commitment. Rates are per week. See popular sizes.

Page 1 Top Banner: \$130

Page 1 Bottom: \$75

Sudoku Puzzle: \$20

Crossword Puzzle: \$20

Football Contest See Rate Flyer

Website See Rate Flyer

Newsletter See Rate Flyer

Guaranteed Position: Add 10% All Sizes

COLOR Full color can be added to most advertising

\$75.00 set rate to add color to any size ad.

SPECIAL SECTION Advertising Rates

Throughout the year, the Jasper County News will produce many special sections that focus the reader on specific subjects. From Graduation to our annual Best of the Best, these sections are read by all.

	B/W	Color
Back Cover	\$1000	\$1075
Double Truck	\$1600	\$1750
Full Page	\$780	\$855
Two Thirds Page	\$520	\$595
Half Page	\$485	\$560
One Third Page	\$365	\$440
Quarter Page	\$250	\$325
Eighth Page	\$145	\$220
Sixteenth Page	\$110	\$185

Mechanical Sizes - Special Sections

TABLOIDS 300 dpi • Width x Height

Back Cover 10 X 10

Double Truck 21 X 10

Full Page 10 x 10

Two Thirds Page 10 x 6.59

Half Page Horizontal 10 x 4.90

Half Page Vertical 4.90 x 10

One Third Page 10 x 3.22

Quarter Page 4.90 x 5.105

Quarter Page Banner 10 x 2.36

Eighth Page Horizontal 4.90 x 2.35

Eighth Page Vertical 2.37 x 5.10

Sixteenth Page 2.37 x 2.36

Color is available for ads larger than a quarter page.

There is so much we want to show you...

...but there is simply not enough space here to show you all we can do to help grow you business.

We Are Your Ad Agency

We are here to collaborate

Jasper County News staff has been producing award-winning ads for more than 30 years. We are happy to provide this service free of charge. All our ads are designed using Adobe Suite Software including Illustrator, In-Design, Photoshop and Acrobat Pro. Jasper County News received the overall excellence award in 9 categories from the Texas Press Association, 2026.

Advertising with Jasper County News is simple and easy. Contact the office at 979-250-2733 (for now) or send an e-mail to advertising@jasperconews.com

Staff

Veronica Phillips — Advertising Director
Veronica has more than 3 years experience selling ads that work! Creative and studious, when it is time to place your ad, call Veronica.

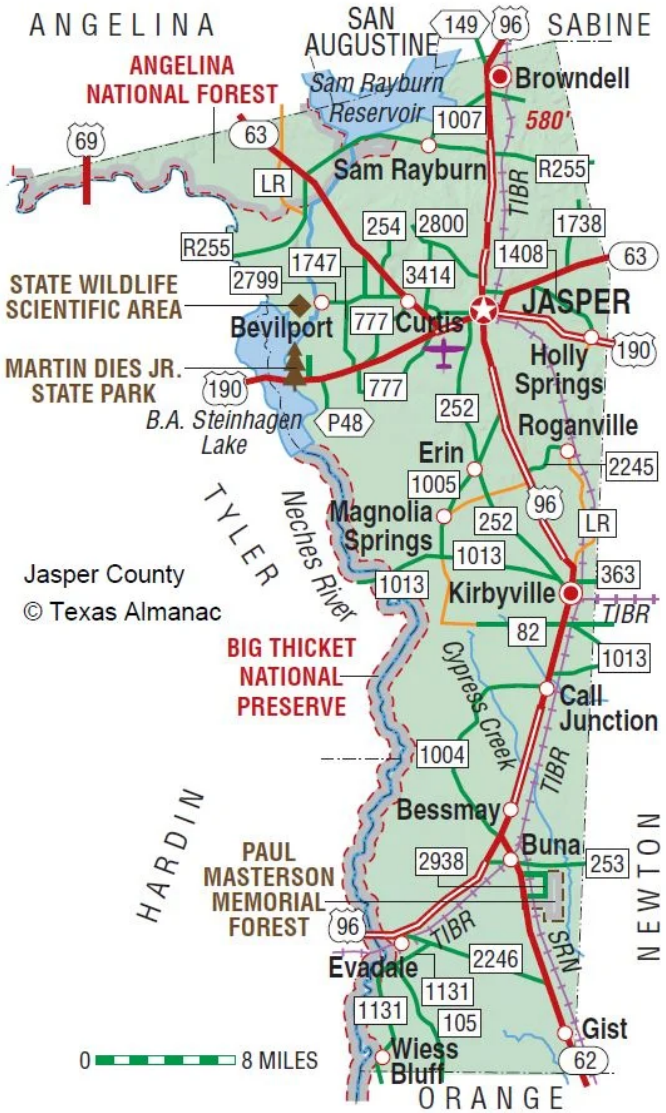
Roy McCoy — Advertising Production
Roy Does it all, just ask him. Seriously, award winning designer.

Dylan Busby — Publisher
This guy lives and breathes journalism. Has a great attntion to detail and is so excited he is going to burst when he reads this.

Dennis Phillips — President
For more than 30 years, Dennis is now the old guy that keeps his eyes over everything. He's cool and knows newspapers.



We've Got The Coverage



★

Effective coverage for:

- Jasper
- Buna
- Kirbyville
- Evadale
- Brownzell
- Sam Rayburn
- Newton

and all communities of Jasper County, Texas.

★

Reporting for all municipalities, ISD's, Sports, County Government and Social Events just to name a few. When you want to get the message out, we're here for you and your business.