2025 ADVERTISING RATES

Ad Size	Headlight Single Publication
Under 8 inches	$10.00 per inch
8 to 15 inches	$8.90 per inch
16 to 30 inches	$8.30 per inch
31 to 63 inches	$8.05 per inch
64 to to 97 inches	$7.65 per inch
98 to 128 inches	$6.50 per inch
Full Page	$5.65 per inch

Classified Display $12.65 per inch
(2 inch minimum)

Front Page Banner ad $275 (HH) $250 with commit. of 4

SW Peach Display Ads $10.20 per inch

Legals First Run $11.15/in. Consecutive Run $7.47/in.

Headlight/Peach combo Peach full price + 25% off Headlight

Business Services Directory 2x/month $20/wk

Color— $95 additional

SUBSCRIPTION RATES

	4 County	In-State	Out of State
1 Year	$79	$89	$99
w/online	$99	$109	$119

$5 per paper if mailed out separately. With Peach $7

All 4 issues of SW Sailor – $20
Online Subscription – $52

CIRCULAR (INSERTS) RATES

Must be received 1 week in advance.

	Headlight Hearald or Shopper Plus
Single Sheet	$77 per thousand
4 page tab	$80 per thousand
8 page tab	$86 per thousand
12 page tab	$90 per thousand
16 page tab	$96 per thousand
20 page tab	$100 per thousand
24 page tab	$109 per thousand

Larger inserts will be quoted separately. 1,000 minimum

Circulars must be quarter folded to a size no larger than 8-1/2" x 11". There will be a $10 per thousand charge for inserts requiring extra folding.

2025 Classified Word

STRAIGHT WORD CLASSIFIEDS

Headlight Herald • Southwestern Peach
If the ad is charged, add $3.00 for billing and handling

RUN 2 WEEKS, GET 3RD WEEK FREE!

	Headlight	Peach
15 words	8.55	8.05
16 words	8.65	8.20
17 words	8.75	8.35
18 words	8.85	8.50
19 words	8.95	8.65
20 words	9.05	8.80
21 words	9.15	8.95
22 words	9.25	9.10
23 words	9.35	9.25
24 words	9.45	9.40
25 words	9.55	9.55
26 words	9.65	9.70
27 words	9.75	9.85
28 words	9.85	10.00
29 words	9.95	10.15
30 words	10.05	10.30
Add 10¢ for each additional word		**Add 15¢ per word**

Card Of Thanks 60 words for $12.00 Cash
$15.00 Charge
Add 10¢ for each additional word

If the ad is for a FOUND ITEM 1 WEEK FREE

Announcement Photo ..... Free

OBITUARIES

Death Notice ..... No Charge
Death Notice with photo $30
Full Obituary includes photo $85

Birthday Ads (includes 1 photo)
1 col x 3 inch ad $28.00
2 col x 3 inch ad $44.00
4 col x 4 inch ad $82.00

POLITICAL LETTERS TO THE EDITOR

Effective from the primary election date to the general election. Any letter dealing with a political candidate or issue.
350 word LTE $20.00

TRACY AREA HEADLIGHT HERALD

Sailor Southwestern PEACH

Contact Tara Brandl
Office (507) 629-4300
Cell (507) 530-5756
tara@headlightherald.com

1/8 PG. (16 COL. IN) • 1/4 PG. (32 COL. IN.) • 1/2 PG. (64.5 COL. IN.) • FULL PG. (129 COL. IN.)