

2026 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	\$8.45 per inch
31 to 63 inches	\$8.20 per inch
64 to to 97 inches	\$7.80 per inch
98 to 128 inches	\$6.65 per inch
Full Page	\$5.75 per inch
Classified Display (2 inch minimum)	\$12.65 per inch
Front Page Banner ad	\$275 (HH) \$225 with commit. of 4
SW Peach Display Ads	\$10.20 per inch
Legals	First Run \$11.35/in. Consecutive Run \$7.60/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	\$81	\$92	\$102
w/online	\$101	\$112	\$122

\$6 per paper if mailed out separately. With Peach \$8

All 4 issues of SW Sailor – \$20
Online Subscription – \$55

CIRCULAR (INSERTS) RATES

Must be received 1 week in advance.

HEADLIGHT HEARLD 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.

2026 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 \$90

Birthday Ads (includes 1 photo)

1 col x 3 inch ad \$30.00
2 col x 3 inch ad \$46.00
4 col x 4 inch ad \$85.00

POLITICAL LETTERS TO THE EDITOR

Effective from the filing date to the general election. Any letter dealing with a political candidate or issue.
350 word LTE \$25.00

TRACY AREA
HEADLIGHT HERALD



Southwestern **PEACH**

Contact Tara Brandl

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