



PEEL, INC.
community newsletters

2019 AUSTIN MEDIA KIT

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Community	RATES PER NEIGHBORHOOD							
	Circulation	Zip Codes	*Inserts	Color Full/ BW Full	Color Half/ BW Half	Color Quart/BW Quart	Color Eighth/BW Eighth	Business Classi- fied
+Avanti Hills at the Galleria (Bee Cave)	300	78738	—	\$100	\$75	—	—	—
Avery Ranch	3500	78717	\$545	\$345	\$285	\$215	\$175	\$50
**Bee Cave	5000	78738	\$545	\$445/345	\$385/285	\$290/215	\$225/175	\$65
+Bell Steiner Ranch	300	78732	—	\$100	\$75	—	—	—
Belterra (Dripping Springs)	950	78737	\$345	\$245	\$190	\$145	\$120	\$50
**Circle C Ranch	4700	78739/49	\$785	\$685/585	\$500/400	\$385/285	\$310/210	\$65
Courtyard	375	78731	\$255	\$215	\$170	\$125	\$100	\$50
+Falconhead (Bee Cave)	250	78738	—	\$100	\$75	—	—	—
**Highland Park West Balcones	1800	78731	\$485	\$385/275	\$290/215	\$215/165	\$160/135	\$50
**Jester Estates	900	78750	\$345	\$320/245	\$240/190	\$195/145	\$145/120	\$50
**Lakeway	7100	78734	\$785	\$685/585	\$500/400	\$385/285	\$310/210	\$65
Legend Oaks II	700	78749	\$345	\$245	\$190	\$145	\$120	\$50
Meridian	700	78739	\$345	\$245	\$190	\$145	\$120	\$50
+Meritage at Steiner Ranch	500	78732	—	\$100	\$75	—	—	—
**Mueller NEW	2500	78722/23	\$485	\$385/275	\$290/215	\$215/165	\$160/135	\$50
**Northwest Austin Civic Association	6300	78731	\$785	\$685/585	\$500/400	\$385/285	\$310/210	\$65
Plum Creek (Kyle)	1900	78640	\$375	\$275	\$215	\$165	\$135	\$50
**River Place	1100	78730	\$485	\$385/275	\$290/215	\$215/165	\$160/135	\$50
**Spicewood & Briarcliff	5000	78669	\$485	\$385/275	\$290/215	\$215/165	\$160/135	\$50
**Steiner Ranch	5000	78732	\$785	\$685/585	\$500/400	\$385/285	\$310/210	\$65
**Sweetwater	800	78738	\$345	\$245/200	\$190/155	\$145/110	\$120/85	\$50
**Tarrytown	2500	78703	\$505	\$405/305	\$310/235	\$235/185	\$180/155	\$50
Villages of Western Oaks	3000	78749	\$545	\$345	\$285	\$215	\$175	\$50

Pre-Paid Discount Options

Base Discount Option 1

The base discount applies to contracts with multiple months in the same newsletter or ads in multiple newsletters. These ads do not have to be the same - Peel, Inc. will design all the required ads. They can be changed monthly, or they can be neighborhood specific. The more ads purchased on a contract, the larger the discount.

- 3 ads - 5%
- 6 ads - 10%
- 12 ads - 15%

Gold Discount Option 2

The Gold Discount is similar to the base discount with a few additional criteria. To qualify for the Gold Discount, the ads need to be one of the following:

- All the exact same ads, meaning the ad will need to be set up only once and any subsequent ads on the contract will match the first one.

OR

- Professionally created ads that are in the format required for newsletter publication (ie: print-ready ads). Contracts with print-ready ads may include different ads each month as long as all ads are provided print-ready. Please see our website to view the description of print-ready ads to see if your ad qualifies.

Gold Discount rates are as follows:

- 2 ads - 10%
- 3 ads - 15%
- 6 ads - 20%
- 12 ads - 25%

Additional Info:

- All of our newsletters are monthly publications and mailed by the first week of the month.
- All ads are black and white print ads. See below for color ad availability.
- There is a 10% charge for a special placement of an ad.
- Basic typesetting is included in the ad price for the first ad on the contract.
- A typesetting fee will be charged for excessive or detailed typesetting.
- Major or excessive changes on proof may result in an Extra Charge.
- Proofs sent must be signed & returned in timely manner to avoid errors in publishing.
- Business Classifieds are text only and have a 40 word limit.

Inserts and Color Ads:

- ***Discounts do not apply to inserts, mobile ads, or web ads.**
- ****Color and BW ads are available.**

Ad Zines:

- **+Apartment Complex (all in color).**
- Limited Availability in each publication.
- 10% Upcharge for special placement on Front and Back cover.
- Proofs sent must be signed & returned in timely manner to avoid errors in publishing.
- Ad Zine deadline is always the 20th of the month PRIOR to an issue.

Ad Specifications

The following table lists the standard ad dimensions. There is a 25% upcharge for all non-standard ad sizes.

Ad	Size width x height
Full	7.5 x 9.75
Half or	7.5 x 5 3.75 x 9.75
Quarter or	3.75 x 5 7.5 x 2.5
Eighth	3.75 x 2

Deadline

Ad deadline is always the 8th of the month PRIOR to the issue.

Payment

Accept all major credit cards and PayPal.



PayPal

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www.PEELinc.com**