



PEEL, INC.
community newsletters

2019 HOUSTON MEDIA KIT

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Community	Circulation	Zip Codes	RATES PER NEIGHBORHOOD					
			*Inserts	Color Full/ Full BW	Color Half/ BW Half	Color Quart/BW Quart	Color Eighth/BW Eighth	Business Classified
Atascocita CIA (Humble)	2500	77346	\$505	\$305	\$235	\$185	\$155	\$50
Atascocita Forest (Humble)	1700	77396	\$375	\$275	\$215	\$165	\$135	\$50
Blackhorse Ranch	700	77433	\$345	\$245	\$190	\$145	\$120	\$50
Briar Hills	500	77077	\$255	\$215	\$170	\$125	\$100	\$50
**Bridgeland	2500	77433	\$505	\$405/305	\$310/235	\$235/185	\$180/155	\$50
Canyon Gate at Northpointe	1100	77377	\$375	\$275	\$215	\$165	\$135	\$50
Cardiff Ranch (Katy)	300	77494	\$255	\$215	\$170	\$125	\$100	\$50
Crossroads Park	350	77065	\$255	\$215	\$170	\$125	\$100	\$50
Cypress Creek Lakes	700	77433	\$345	\$245	\$190	\$145	\$120	\$50
Cypress Mill	1600	77429	\$375	\$275	\$215	\$165	\$135	\$50
Cypress Park	250	77433	\$255	\$215	\$170	\$125	\$100	\$50
**Eagle Springs (Humble)	4000	77346	\$545	\$445/345	\$385/285	\$290/215	\$225/175	\$50
Elyson (Katy)	400	77493	\$255	\$215	\$170	\$125	\$100	\$50
**Fairfield	5400	77433	\$785	\$685/585	\$500/400	\$385/285	\$310/210	\$75
**Falls at Grean Meadows (Katy)	200	77493	\$200	\$100/75	\$75/50	\$50/25	n/a	n/a
Lakeshore	1200	77044	\$375	\$275	\$215	\$165	\$135	\$50
**Lakes of Fairhaven	400	77433	\$255	\$215/200	\$170/155	\$125/110	\$100/85	\$50
Lakes of Rosehill	400	77429	\$255	\$215	\$170	\$125	\$100	\$50
**Lakes on Eldridge	750	77041	\$345	\$320/245	\$240/190	\$195/145	\$145/120	\$50
**Lakes on Eldridge North	1050	77041	\$375	\$385/275	\$290/215	\$215/165	\$160/135	\$50
Legends Ranch (Spring)	1500	77386	\$375	\$275	\$215	\$165	\$135	\$50
Memorial Creek Estates (Spring)	250	77379	\$255	\$215	\$170	\$125	\$100	\$50
**Meyerland	2400	77096	\$505	\$405/305	\$310/235	\$235/185	\$180/155	\$50
Normandy Forest (Spring)	550	77388	\$255	\$215	\$170	\$125	\$100	\$50
North Lake Forest	500	77429	\$255	\$215	\$170	\$125	\$100	\$50
Park Creek	600	77429	\$345	\$245	\$190	\$145	\$120	\$50
Park Lakes (Humble)	1600	77396	\$375	\$275	\$215	\$165	\$135	\$50
Riverpark West (Richmond)	1200	77469	\$375	\$275	\$215	\$165	\$135	\$50
**Shadow Creek Ranch (Pearland)	4000	77584	\$785	\$685/585	\$500/400	\$385/285	\$310/210	\$50
Silverlake (Pearland)	3000	77584	\$445	\$345	\$285	\$215	\$175	\$50
Spring Trails (Spring)	1700	77386	\$375	\$275	\$215	\$165	\$135	\$50
Steeplechase	1750	77065	\$375	\$275	\$215	\$165	\$135	\$50
Sterling Lakes	1100	77583	\$375	\$275	\$215	\$165	\$135	\$50
**Summerwood (Humble)	3300	77044	\$545	\$445/345	\$385/285	\$290/215	\$225/175	\$50
Towne Lakes	400	77433	\$255	\$215	\$170	\$125	\$100	\$50
Village Creek	900	77377	\$345	\$245	\$190	\$145	\$120	\$50
Villages of Northpointe	700	77377	\$345	\$245	\$190	\$145	\$120	\$50
**Walden on Lake Houston	2500	77346	\$505	\$405/305	\$310/235	\$235/185	\$180/155	\$50
West Bend CIA	300	77082	\$255	\$215	\$170	\$125	\$100	\$50
Willowbridge	850	77064	\$345	\$245	\$190	\$145	\$120	\$50
Woodwind Lakes	700	77040	\$345	\$245	\$190	\$145	\$120	\$50
Wortham Villages	800	77065	\$345	\$245	\$190	\$145	\$120	\$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.
- 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 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	7.5 x 5
or	3.75 x 9.75
Quarter	3.75 x 5
or	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

Visit us online for
more information
www.PEELinc.com