



PEEL, INC.
community newsletters

2019 SAN ANTONIO MEDIA KIT

Kelly Peel, Vice President | COO
1-888-687-6444 ext 22
kelly@PEELinc.com

Sales Office: 1-888-687-6444 • 308 Meadowlark St • Lakeway, TX 78734



RATES PER NEIGHBORHOOD

Community	Circulation	Zip Codes	*Inserts	Color Full/ BW Full	Color Half/ BW Half	Color Quart/ BW Quart	Color Eighth/ BW Eighth	Business Classified
**Boerne Heights	200	78006	\$200	\$100/75	\$75/50	\$50/25	\$25/18	n/a
City of Fair Oaks Ranch	2700	78015	\$450	\$315/275	\$215	\$165	\$135	\$50
Kallison Ranch	600	78254	\$255	\$215	\$170	\$125	\$100	\$50
Point Bluff	500	78257	\$255	\$215	\$170	\$125	\$100	\$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 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