

THE POST-SIGNAL.

Pilot Point • Aubrey • Providence Village • Cross Roads • Krugerville • Tioga

HARNESSING THE POWER OF PAID CIRCULATION



DISPLAY AD RATES AND SPECIFICATIONS

SERVING THE 377/380 CORRIDOR

The Post-Signal | 111E. Main | P.O. Box 249 | Pilot Point TX 765258 | 940-686-2169

www.postsignal.com

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ABOUT US:



Established in 1878 by J.T. Jones and D.J. Moffitt, *The Post-Signal* has been serving the communities of the 380/377 corridor for more than 145 years. As the oldest business in Denton County and a long-time member of the Texas Press Association, *The Post-Signal* continues to honor the legacy of its founders with journalistic integrity, longevity and commitment to our area. The Post-Signal is the official newspaper of the cities of Pilot Point, Aubrey and Krugerville and the town of Providence Village, as well as Aubrey ISD, Pilot Point ISD and Tioga ISD.

MARKETING TRUTH:

There are many free community publications that tout large readership numbers, trying to impress potential advertisers for their ad dollars. Unfortunately for those businesses, the readership numbers are far less than stated. Many of those publications use direct mailing lists. And while they may actually reach, for example, 25,000 homes, the actual readership of those publications according to *McCarthy & King Marketing Inc.*¹ is an estimated 2%. This means that your ad dollars are only reaching approximately 500 people per publication. And of that 2%, your business may only see a lead generation of 0.5-1% of those 500 people.

WHAT SETS US APART:

Because *The Post-Signal* has a **PAID** subscriber base, we can reassure our advertisers that our subscribers have an investment in reading our publication. With a tangible **WEEKLY** readership of almost 5,000 people, based on the above equation, your business has an estimated lead generation of 7.5 new potential customers per publication. That's almost **SIX TIMES** the amount of potential customers of that of other monthly publications with inflated readership numbers.

¹ <http://www.mccarthyandking.com/direct-marketing-tutorials/learning-direct-mail-response-rates>

The Post-Signal

Black and white ad prices based on
open rate of \$7.00 per column inch
— Add \$75 for color —

For more information, call
940-686-2169.

Small Display Ads

2x2

2 columns (3.7 in.) wide x 2 in.
tall \$28.00

2x2.5

2 columns (3.7 in.) wide x 2.5
in. tall \$35.00

2x3

2 columns (3.7 in.) wide x 3 in.
tall \$42.00

2x4

2 columns (3.7 in.) wide x 4 in. tall
\$56.00

2x5

2 columns (3.7 in.) wide x 5 in.
tall \$70.00

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color —

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Medium Display Ads

Eighth of a Page (Horizontal) - 3x5
3 columns (5.65 in.) wide x 5 in.
tall \$105.00

Eighth of a Page (Vertical) - 2x7.5
2 columns (3.7 in.) wide x 7.5 in. tall
\$105.00

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for color —

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Large Display Ads

Half page

6 columns (11.5 in.)
wide x 10.5 in. tall
\$441.00

Full page

6 columns (11.5 in.)
wide x 21 in. tall
\$882.00

Quarter Page

3 columns (5.65 in.) wide x 10.5 in. tall
\$220.50

Alternative Size (not represented):

6 columns (11.5 in.) wide x 5.25 in. tall
\$220.50