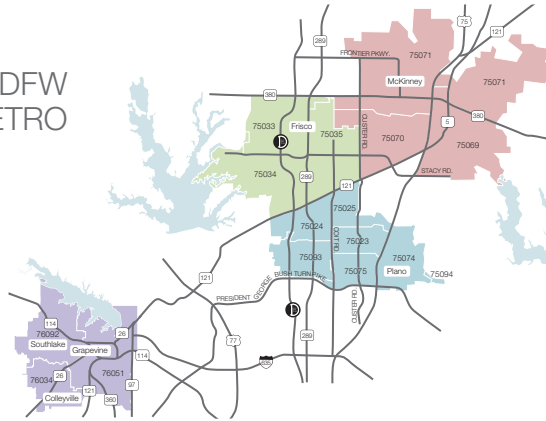


DISTRIBUTION

COMMUNITY IMPACT NEWSPAPER

DFW
METRO



DISTRIBUTION WITH AN IMPACT

Community Impact Newspaper offers advertisers the opportunity to reach 100 percent of businesses and residents via U.S. mail in a newspaper format.

AUSTIN METRO

Cedar Park/Leander	58,901
Georgetown	35,587
Lake Travis/Westlake	58,911
Round Rock/Pflugerville/Hutto	104,761
San Marcos/Buda/Kyle	54,443
Central Austin	95,252
Northwest Austin	82,932
Southwest Austin	87,200

DFW METRO

Allen/Fairview	43,282
Frisco	59,996
Grapevine/Colleyville/Southlake	42,698
McKinney	62,950
Plano	115,179

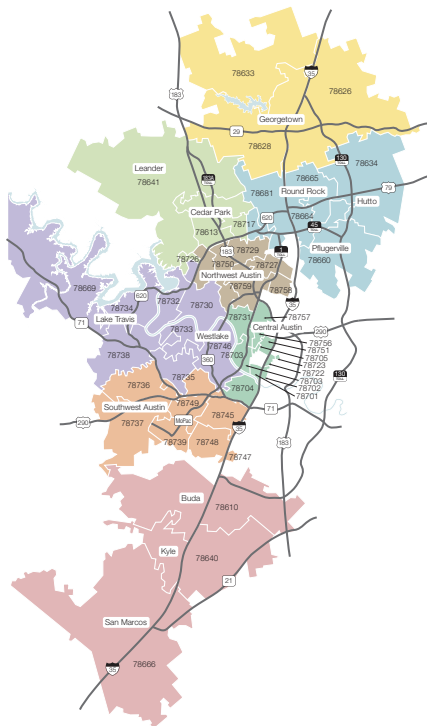
HOUSTON METRO

Conroe/Montgomery	60,592
Cy-Fair	123,609
Katy	95,977
Lake Houston/Humble/Kingwood	85,447
Pearland/Friendswood	67,654
Spring/Klein	92,880
Sugar Land/Missouri City	87,709
The Woodlands	81,393
Tomball/Magnolia	59,628

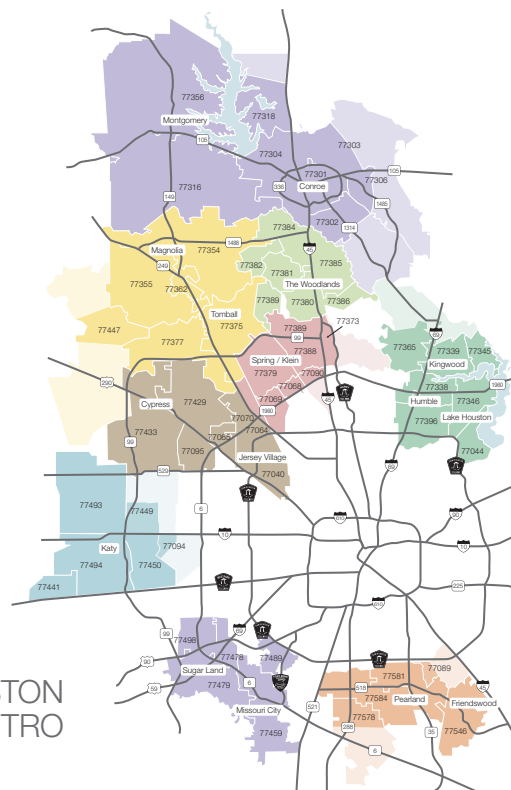
TOTAL DISTRIBUTION

1,656,981

AUSTIN
METRO



HOUSTON
METRO

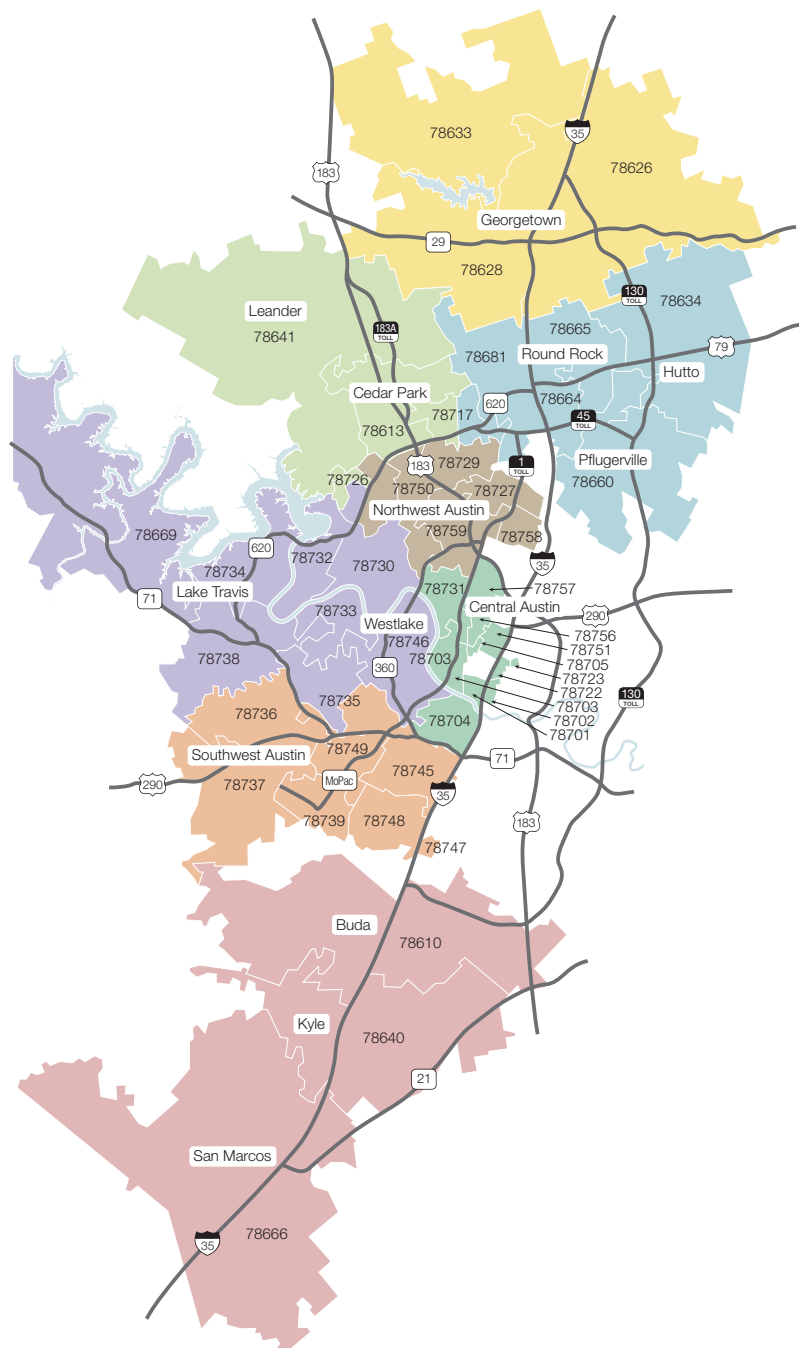


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DISTRIBUTION

COMMUNITY IMPACT NEWSPAPER

AUSTIN METRO



DISTRIBUTION WITH AN IMPACT

Community Impact Newspaper offers advertisers the opportunity to reach 100 percent of businesses and residents via U.S. mail in a newspaper format.

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TOTAL DISTRIBUTION

1,656,981

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PROOF OF IMPACT

RESEARCH



Readex Research is a nationally recognized independent research company located in Stillwater, Minnesota. Since its founding in 1947, Readex has completed thousands of surveys for a variety of different clients nationwide. The 2015 *Community Impact Newspaper* survey sample included 4,900 random addresses, and data was collected via mail survey from July 16 to Sept. 4, 2015. The margin of error for percentages based on 959 usable responses is ± 2.7 percentage points at the 90% confidence level. — www.readexresearch.com

1,656,981

TOTAL MONTHLY CIRCULATION



The typical reader passes his or her copy of *Community Impact Newspaper* along to at least **one other person** which increases our total readership to



3.31 MILLION

TOTAL MONTHLY READERS

Our papers
are well-read.

91%

of respondents indicated they had read at least

1 of the last 4 issues.

And our readers
are loyal.

81%

of respondents indicated they had read at least

3 of the last 4 issues.

This readership makes
Community Impact Newspaper
the most-read publication in Texas.

DALLAS METRO:

648,210 READERS

and growing!

AUSTIN METRO:

1.16 MILLION READERS

and growing!

HOUSTON METRO:

1.5 MILLION READERS

and growing!

When asked to
choose only 1 main source of local news,
respondents chose:

In the markets we serve,
Community Impact Newspaper is the

Advertising with CI works.

60% AND 60%

of respondents said they bought a service or product and/or used a coupon from our paper.

sought further information about a service or product and/or visited the company website.

#1 main source for local news.

AUSTIN

Community Impact: 51%

Austin American-Statesman: 27%

Austin Chronicle: 2%

DALLAS / FT. WORTH

Community Impact: 49%

Dallas Morning News: 14%

Ft. Worth Star-Telegram: 8%

HOUSTON

Community Impact: 47%

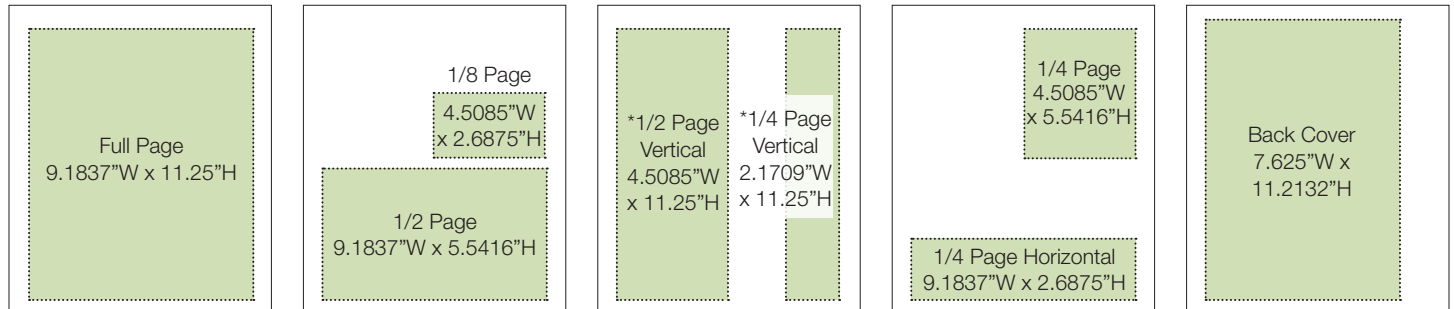
Houston Chronicle: 24%

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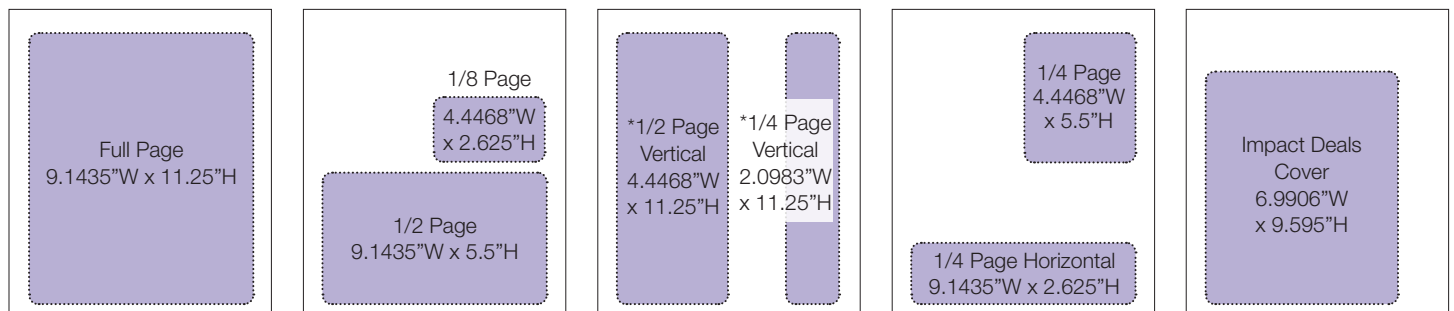
SPECIFICATIONS

COMMUNITY IMPACT NEWSPAPER PRINT ADS

DISPLAY SIZES



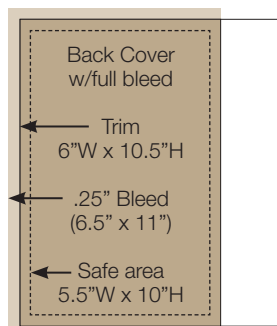
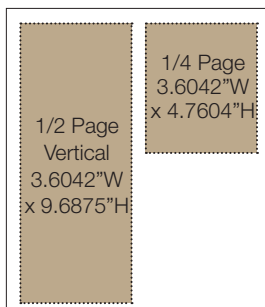
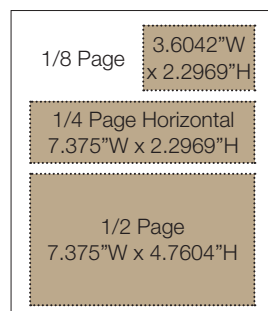
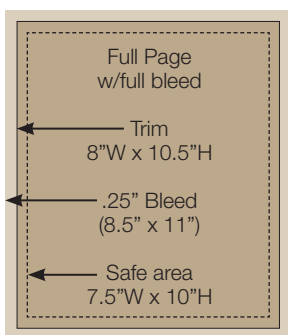
IMPACT DEALS AND HEALTHCARE DIRECTORY SIZES Ads have 0.1\"



CONNECTED SIZES

Connected is printed on glossy paper at 300 dpi.

All full-page ads in *Connected* include a .25\"



CAMERA-READY ADS

All ads are full-color, and rates include our professional-quality design service.

If you choose to provide a camera-ready ad, we prefer a high-resolution PDF file that meets the following print industry standards:

- CMYK only; convert all colors to CMYK—no Pantones, LAB color or RGB
- All photographs should be at least 200 dpi (300 dpi for *Connected*); line drawings should be at least 400 dpi
- High-quality or press-quality setting
- Outline or embed all fonts

We can also accept:

- InDesign files (.indd); please package and include all fonts and links

We cannot accept:

- Microsoft Word (.doc), Microsoft Publisher (.pub) or PDF files created from Microsoft Word, Powerpoint, Excel or Publisher

How to send:

- Files smaller than 25 MB can be emailed to your account executive.
- Files larger than 25 MB can be burned to a CD or DVD or uploaded to our FTP site. For FTP login information, please contact your *Community Impact Newspaper* account executive.

**Vertical ads are not available in every edition. Please check with your account executive before sending in a camera-ready ad in this orientation.*

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OUR OTHER PRODUCTS

COMMUNITY IMPACT NEWSPAPER



CONNECTED

Connected is an annual community guide for all current and future residents. This publication features local restaurants, shops, parks and more. *Connected* offers advertisers an opportunity to be part of the most comprehensive community and relocation guide available in the marketplace.

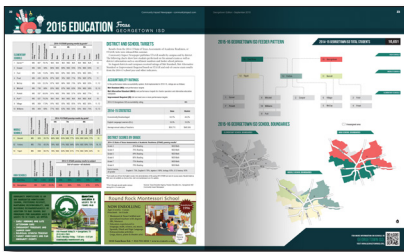
—Ads and sponsorships are available.



HEALTHCARE DIRECTORY

The *Healthcare Directory* is an in-paper guide that provides a comprehensive listing of area hospitals and physicians. The directory also contains health care-related news and features that are relevant to the communities we serve, and it is the most widely distributed health care directory in Texas.

—Ads and sponsorships are available.



EDUCATION FOCUS

The *Education Focus* is an in-paper guide to regional elementary, middle and high schools, including editorial content, school feeder patterns, statistical charts and maps.

—Four levels of sponsorship are available.



SOLO MAIL POST CARDS

SmartDALs are mailed with *Community Impact Newspaper* but separated for solo-mail visibility. Reach thousands of local residents for a fraction of standard postal rates.



INSERTS

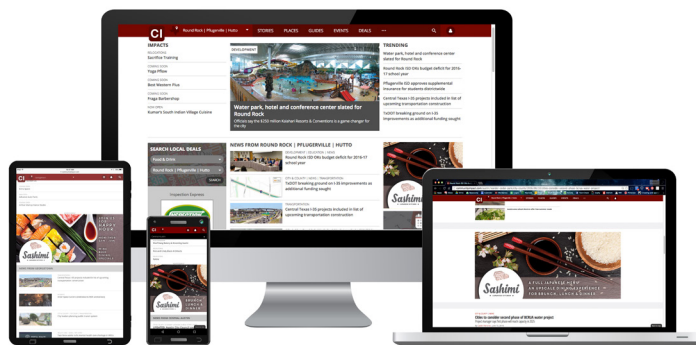
Inserted into the monthly editions of *Community Impact Newspaper*, these advertisements provide the ability to target your audience in specific cities, ZIP codes or neighborhoods. Customized quotes are available for printing and distributing or for distribution of preprinted materials.



STICKY NOTE

Placed on the front cover, the 3" x 3" sticky note is a great way to advertise:

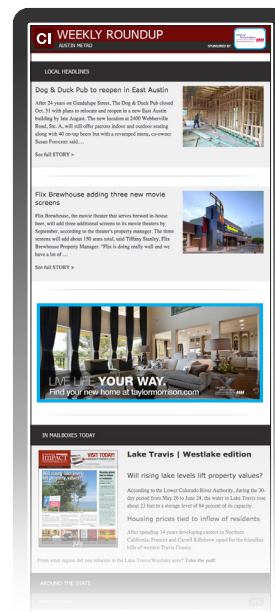
- Special offers
- Sales events
- Sporting events
- Promotions
- Branding



COMMUNITYIMPACT.COM

Redesigned in 2016, *communityimpact.com* offers advertisers the chance to reach thousands of local readers who will be instantly connected to their community using geolocation.

High-quality ads are beautifully showcased within the scrolling pages of hyperlocal editorial content. The sleek design and simple navigation on our site entices readers to seamlessly engage with stories, ads and offers, comments, videos, calendar events and more.



NEWSLETTER

Our weekly email newsletters are delivered directly to the inboxes of readers who have asked for frequent updates about local news and business and are engaged in their communities. The newsletter features stories that can't be found anywhere else online, and in a package with an all-new elegant, simple design. Your ad and sponsorship exclusively will accompany local news stories, business features, regional and state headlines, and colorful photos. Associating your brand with our trusted news content is a sure way to gain interest in your business.

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DIRECT MAIL

SmartDAL – RATES AND SPECS

SMART DETACHED ADDRESS LABELS

SmartDALs give you the opportunity to reach thousands of local residents for a fraction of standard postal rates.

- Mailed with *Community Impact Newspaper* but separated for Solo-Mail visibility
- Print and mail for less than the price of standard postage
- Reach your target audience with distribution to specific carrier routes
- Take advantage of this exclusive opportunity with only one card available per carrier route



DISTRIBUTION RATES

12 times	6 times	1 time
\$0.125 ea	\$0.13 ea	\$0.135 ea

PRINT RATES

Quantity	Price per piece
10,000—29,999	\$0.065
30,000—49,999	\$0.055
50,000—99,999	\$0.05
100,000—149,999	\$0.045
150,000—249,999	\$0.035
250,000+	\$0.03

SPECIFICATIONS

DAL cards are double-sided and printed on 80# glossy card stock.
(Add \$.01 per card for 100#. DAL cards must be printed through *Community Impact Newspaper*)

There is no charge for our professional-quality design service.

The back right half of the DAL card is required to have specific information printed for the post office. If you choose to provide a camera-ready file, please contact your account executive for a template containing this information. We prefer a high-resolution PDF file that meets the following print industry standards:

- CMYK, 300 dpi
- High-quality or press-quality setting
- Outline or embed all fonts

We can also accept:

- InDesign files (.indd); please package and include all fonts and links

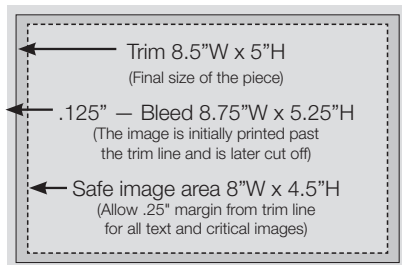
We cannot accept:

- Microsoft Word (.doc), Microsoft Publisher (.pub) or PDF files created from Microsoft Word, Powerpoint, Excel or Publisher

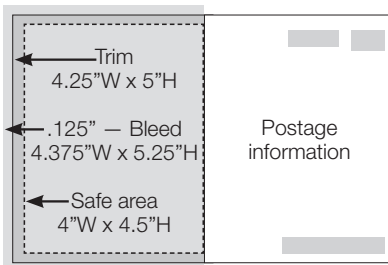
How to send:

- Files smaller than 25 MB can be emailed to your account executive.
- Files larger than 25 MB can be burned to a CD or DVD or uploaded to our FTP site. For FTP login information, please contact your *Community Impact Newspaper* account executive.

FRONT



BACK

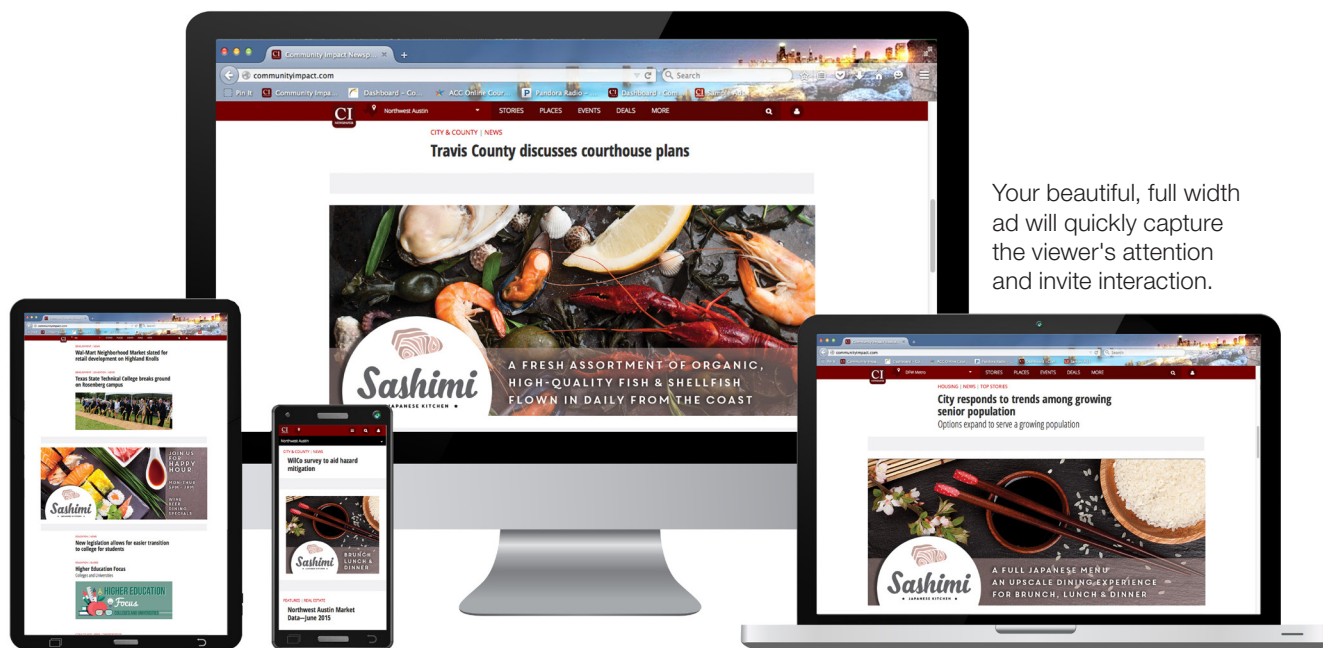


DEADLINE

Final artwork for SmartDAL is due at 12:00 p.m. on Thursday, 2 weeks (10 business days) before in-home delivery date.

DIGITAL ADVERTISING

COMMUNITYIMPACT.COM



Your beautiful, full width ad will quickly capture the viewer's attention and invite interaction.

Launched in June 2015, the redesigned *communityimpact.com* offers advertisers the chance to reach thousands of local readers who will be instantly connected to their community using geolocation.

Our high-quality ads are beautifully showcased within the scrolling pages of hyperlocal editorial content. The sleek design and simple navigation on our site entices readers to seamlessly engage with stories, ads and offers, comment forums, videos, calendar events and more.



GEO-TARGETED

Instant geolocation ensures that your ad is seen by your local target audience.



RESPONSIVE

Your ad is optimized to fit all devices and screen sizes, whether on a mobile, tablet, laptop or desktop.

ARTWORK SPECIFICATIONS

Billboard: 1,200 x 520 pixels

Delivered to desktops, laptops & tablets.

Mobile: 414 x 345 pixels*

Delivered to mobile phones.

*Final mobile display size may vary

CAMERA-READY ADS

All ads are full-color and rates include our professional-quality design service. If you choose to provide a camera-ready ad, we prefer a high-resolution JPEG, PNG or PDF file.

We can also accept:

- HTML5 or HTML/CSS/JS

We cannot accept:

- Flash SWF files

How to send:

- Files smaller than 25 MB can be emailed to your account executive.
- Files larger than 25 MB can be burned to a CD or DVD or uploaded to our FTP site. For FTP login information, please contact your *Community Impact Newspaper* account executive.

MONTHLY RATES

Any single market	Monthly
12 times	\$250
6 times	\$300
1 time	\$350

Austin Metro (8)	Monthly
12 times	\$1,000
6 times	\$1,200
1 time	\$1,400

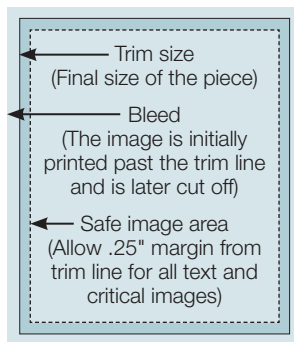
Dallas Metro (4)	Monthly
12 times	\$500
6 times	\$600
1 time	\$700

Houston Metro (8)	Monthly
12 times	\$1,000
6 times	\$1,200
1 time	\$1,400

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INSERTS & STICKY NOTES

RATES AND SPECS



SPECIFICATIONS

Product	Postcard insert	Full page insert	Front cover sticky note
Trim size (width x height)	8.5"x5.5"	8.5"x11"	3"x3"
Size with bleed	8.75"x5.75"	8.75"x11.25"	3.125"x3.125"
Safe image area	8"x5"	8"x10.5"	2.875"x2.875"
Paper	80# gloss cover	70# gloss text	sticky note
Sides	double-sided	double-sided	color front, *B&W back (optional)
Color	full color, 300 dpi	full color, 300 dpi	full color, 300 dpi
Minimum quantity	10,000	10,000	12,500 (1-sided) 25,000 (2-sided)

* Ink coverage on the back of a sticky note must not exceed 15%

DISTRIBUTION RATES

Quantity	1 time	6 times	12 times	1 time	6 times	12 times	1 time	6 times	12 times
10,000—29,999	\$0.065	\$0.06	\$0.055	\$0.065	\$0.06	\$0.055	\$0.085	\$0.08	\$0.075
30,000—49,999	\$0.06	\$0.055	\$0.05	\$0.06	\$0.055	\$0.05	\$0.08	\$0.075	\$0.07
50,000—99,999	\$0.0575	\$0.0525	\$0.0475	\$0.0575	\$0.0525	\$0.0475	\$0.075	\$0.07	\$0.065
100,000—249,999	\$0.055	\$0.05	\$0.045	\$0.055	\$0.05	\$0.045	\$0.07	\$0.065	\$0.060
250,000—499,999	\$0.0525	\$0.0475	\$0.0425	\$0.0525	\$0.0475	\$0.0425	\$0.0675	\$0.0625	\$0.0575
500,000+	\$0.05	\$0.045	\$0.04	\$0.05	\$0.045	\$0.04	\$0.065	\$0.06	\$0.055

PRINT RATES

Quantity	Price per piece
10,000—19,999	\$0.065
20,000—29,999	\$0.065
30,000—39,999	\$0.055
40,000—49,999	\$0.055
50,000—74,999	\$0.05
75,000—99,999	\$0.05
100,000—149,999	\$0.045
150,000—249,999	\$0.035
250,000—499,999	\$0.03
500,000+	\$0.03

DEADLINES

Inserts: 12:00 p.m. on Thursday, 2 weeks (10 business days) before in-home delivery date

Sticky notes: 12:00 p.m. on Thursday, 3 weeks (15 business days) before in-home delivery date

Sticky/Insert Combo discount: insert distribution cost waived



DIRECT MAIL

Solo Mail – RATES AND SPECS

FEATURES

Solo Mail cards give you the opportunity to reach thousands of local residents.

- Can be mailed anywhere in the U.S.
- Reach your target audience with saturated distribution to specific carrier routes
- Weekly mailing opportunities (*Excluding 5 week months*)

PRINTING & MAILING RATES (TURNKEY)

Dimensions	Quantity	Price per piece
8.5" x 5"	10,000*—49,999	\$0.29
	50,000+	\$0.28
6" x 9"	10,000*—49,999	\$0.31
	50,000+	\$0.30

*The rates above are for shipping within Texas with total saturation.**

A custom quote is required for client-provided mailing lists or shipping outside of Texas.

**Route/ZIP specific. **Minimum quantity 10,000.*

Additional charges may apply. Rates are subject to change.



SPECIFICATIONS

Solo Mail cards are double-sided and printed on 80# glossy card stock.* There is no charge for our professional-quality design service.

The back right half of the Solo Mail card is required to have specific information printed for the post office. If you choose to provide a camera-ready file, please contact your account executive for a template containing this information. We prefer a high-resolution PDF file that meets the following print industry standards:

- CMYK, 300 dpi
- High-quality or press-quality setting
- Outline or embed all fonts

We can also accept:

- InDesign files (.indd); please package and include all fonts and links

We cannot accept:

- Microsoft Word (.doc), Microsoft Publisher (.pub) or PDF files created from Microsoft Word, Powerpoint, Excel or Publisher

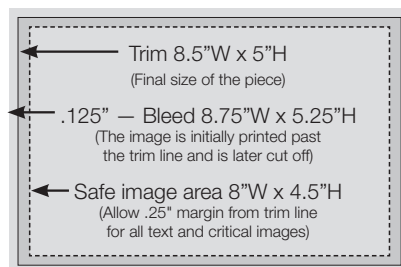
How to send:

- Files smaller than 25 MB can be emailed to your account executive. Files larger than 25 MB can be burned to a CD or DVD or uploaded to our FTP site. For FTP login information, please contact your *Community Impact Newspaper* account executive.

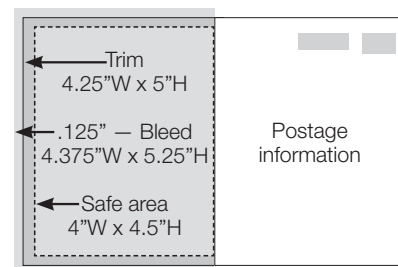
**Solo Mail cards must be printed through Community Impact Newspaper.*

8.5" X 5"

FRONT

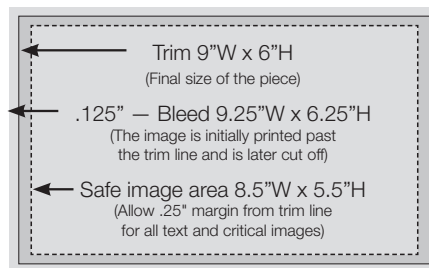


BACK

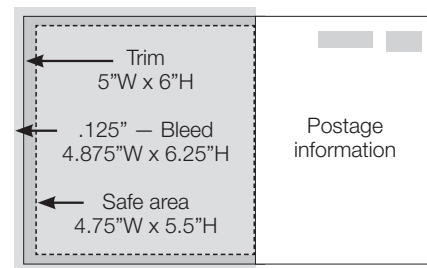


6" X 9"

FRONT



BACK



DEADLINES

Final artwork for Solo Mail card is due at 12:00 p.m. on Thursday, 2 weeks (10 business days) before estimated in-home delivery date. (*Solo Mail cards will be delivered within one week of estimated in-home delivery date.*)

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