

**2017 Media Kit**

# Alice Echo-News Journal



**Contact us today 361-664-6588**

Welcome to Alice Newspapers



WELCOME  
TO  
ALICE  
COYOTE  
COUNTRY

In a world of increasing advertising options, newspapers continue to be the most trusted medium and the top choice for shopping and checking advertising.

We offer a comprehensive selection of quality digital and print products to help grow business and more easily navigate the market's competitive media landscape.

Alice Newspapers Inc. publishes Alice Echo-News Journal, along with weekly newspapers Nueces County Record Star, Alice Review, and a variety of special sections, including Sports Blitz and Real Estate magazine. The free shopper guide Ad Sack publishes every Friday and is strategically placed at convenient business outlets throughout the Coastal Bend. Alice publications continue to receive recognition from the Texas Press Association for advertising design and editorial content, along with numerous media awards.

Alice Echo-News Journal, located in downtown Alice, Texas has been serving the community for more than 120 years. The most up-to-date coverage of our community is delivered in print three times a week and can be found online 24 hours a day at [alictx.com](http://alictx.com). Alice is considered the Hub City of South Texas because it is centered between Laredo, San Antonio and the Rio Grande Valley.

**We offer a comprehensive selection of quality digital and print products to help grow your business.**

# GateHouse Media Overview

## Portfolio Overview

**100%**

OF OUR DAILY NEWSPAPERS HAVE BEEN PUBLISHED FOR MORE THAN 50 YEARS



**600+**  
TOTAL COMMUNITY PUBLICATIONS

**121**  
DAILY NEWSPAPERS



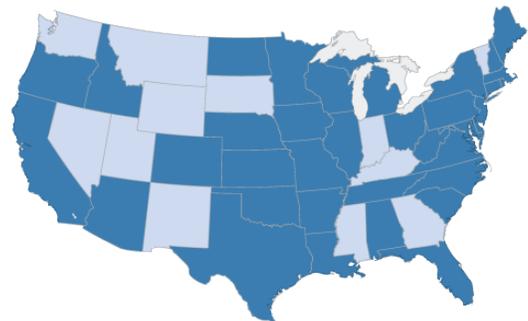
**525+**  
RELATED WEBSITES

**PROPEL**  
BUSINESS SERVICES

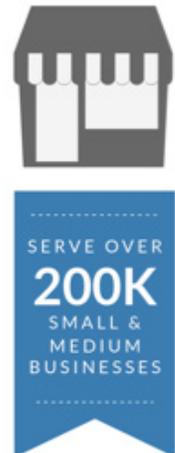
SAAS, DIGITAL MARKETING SERVICES, & IT SERVICES

## GateHouse Reach

OPERATE IN OVER 525 MARKETS ACROSS 36 STATES

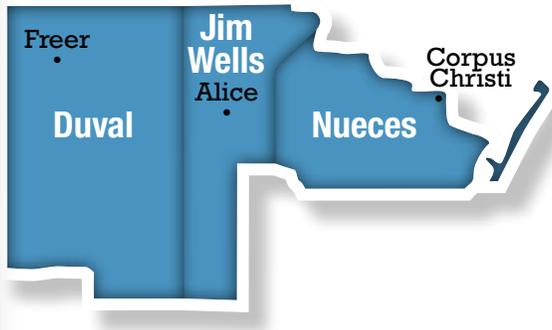


REACH 20 MILLION PEOPLE ON A WEEKLY BASIS



As part of GateHouse Media, we offer a diverse and growing portfolio of resources to serve your marketing needs locally, regionally and nationally.

**Market Profile** Jim Wells, Nueces, and Duval Counties, TX



Total Population  
**419,014**

Total Households  
**154,923**

Average Household Income  
**72,264**

**Total Adults 313,241**

Gender			
Men	152,964	49%	
Women	160,277	51%	

Age			
18-34	101,450	32%	
35-44	52,209	17%	
45-54	49,860	16%	
55+	109,722	35%	

Education (adults age 25+)			
College Graduate	71,261	26%	
Some College, no degree	66,951	25%	
High School Graduate	78,337	29%	
Other	54,972	20%	

**Total Households 154,923**

Home Ownership			
Own	96,791	62%	
Rent	58,132	38%	

Household Income			
Under \$35,000	52,148	34%	
\$35,000-\$49,999	21,443	14%	
\$50,000-\$74,999	27,354	14%	
\$75,000+	53,978	35%	

<b>Children at Home</b>	57,253	37%	
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2017 Nielsen - Jim Wells, Nueces, Duval Counties, TX



Consumer Spending



Total Annual Consumer Spending  
**\$5.7 Billion**

Key Consumer categories	Expenditure (in millions)
Apparel and Services	\$286
Contributions	\$222
Education	\$105
Food at Home	\$595
Food Away from Home and Alcohol	\$401
Health Care	\$805
Household Furnishings & Appliances	\$198
Housing Related Expenses	\$956
Personal Care Products and Services	\$126
Pet Expenses	\$78
Sports & Entertainment	\$265
Transportation & Auto Expenses	\$1,198

2017 Nielsen - Jim Wells, Nueces, Duval Counties, TX

**We will help you  
increase your sales.**



Reach

Print & Digital Reach

Print & digital newspaper delivers **6<sup>out of</sup> 10** shoppers.

- 60%** of Total Adults
  - 59%** of Men
  - 60%** of Women
  - 55%** of Adults Age 18-54
  - 67%** of Adults Age 55+
  - 66%** of College Educated Adults
  - 54%** of High School Graduates
  - 54%** of HHI under \$50,000
  - 65%** of HHI \$50,000+
  - 63%** of Homeowners
  - 55%** of Families with Children in the Home
- Scarborough USA+ 2016 R1, National average; INA+ Audience (weekly print, monthly digital)

Digital Traffic

**alicetx.com**  
Average Monthly Traffic

Page Views	923,300
Unique Visitors	71,500

Google Analytics Oct. 2016

We reach your most profitable customers.



We are the **one source** for your customized solution.



**PRINT PRODUCTS**

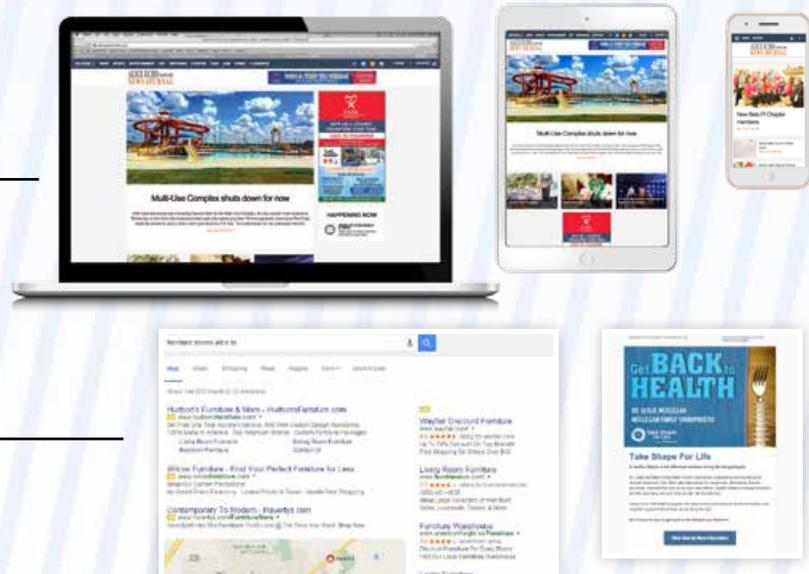
We offer a large variety of print products and other creative solutions to grow your business:

- Premium Placement
- Special Sections
- Magazines
- Total Market Coverage
- Polybags

**We deliver** shoppers to your business.

**DIGITAL SOLUTIONS**

alicetx.com  
Propel Marketing



# Promotions

## Leverage the Power of Promotions!

**Promotions provide the strength of integrated media with high engagement and database growth.**

Promotional Marketing mixes traditional advertising with the new, resulting in multiple consumer touch points across all platforms.

By running promotions, you'll generate revenue and excite your audience, while building your email database with new users for future campaigns.

Promotions provide an incentive for customers to engage with your brand on even a deeper level.

### TYPES OF PROMOTIONS:

- Ballots
- Sports Pick 'Ems
- Sweepstakes
- Photo/Video Contests
- Quizzes

Sharing via social media, contests today enable an amplification of your marketing message.

Promotions need to be part of every business' marketing toolkit!

GATEHOUSE MEDIA

**promotions**

#### DESIRED AUDIENCE

Whether you want to reach as many people as possible or only a highly targeted niche, there's a contest for that. Promotions attract a more targeted (and equally valuable) audience.

#### QUALIFIED LEADS

Keep your sales funnel full. Quality is just as important as quantity and promotions allow you to qualify leads by targeting a niche audience resulting in greater ROI.

#### EMAIL DATABASE

Promotions help you build a robust database and is something YOU own. Email is effective at reaching customers and driving sales and is the #1 driver in digital conversions.

#### COLLECT RICH DATA

Promotions is one of the best ways to capture data on customers. They provide simple ways to build rich consumer profiles, helping you understanding the interests of your customers.

#### SOCIAL FOLLOWING

Promotions allow you to connect directly with your audience, building relationships with your community. A larger social database brings opportunities for continued engagement.

#### AUDIENCE ENGAGEMENT

Promotions require activation, which motivates customers to take a specific action. Contests supercharge your advertising, making it more effective by getting people involved.

Web Redesign

The Best Local News Site Just Got Better



NEW DESIGN = BETTER USER EXPERIENCE & INCREASED AD IMPACT

► What is it?

It's the latest move in our digital evolution to meet the needs of readers and advertisers. Still the main source of digital news in the area and a key part of our community - we've totally rebuilt the site with a fresh new design!

But more than just a redesign, the website has been totally rebuilt to improve navigation, increase consumption of content by users and deliver great value to advertisers.

► What's new?

- Integrated advertising opportunities throughout the site
- A less cluttered environment for a better user experience
- Increased visibility for your messages
- Easier navigation to encourage more time on site

Your message is seen by users on any device so you'll reach them wherever they are.

► Why do you need it?

Our site delivers high-value, trusted content that engages our growing community of loyal readers. Your message appears in the ideal environment and is seen by consumers in your backyard.

ADS LOAD AS USERS SCROLL THROUGH THE PAGE  
#IMPRESSIONS = #VIEWS!

Get started today!  
Contact your representative for current rates and additional details.

- HIGHER IMPACT AD UNITS
- + FRESH, CLEAN ENVIRONMENT
- + CROSS PLATFORM PRESENCE
- = POWER FOR YOUR BUSINESS!



# Propel Marketing

## Building Businesses Online

### Digital marketing solutions for local businesses



#### About Propel

As a trusted local digital advertising and marketing brands, Propel Marketing provides best-in-class online marketing solutions to small businesses.

#### Why Propel

Our expert team of 250+ professionals are committed to your business's success. We understand that you have many options when looking for a digital marketing company to expand your online presence, and know the importance of choosing the right help.



**Unparalleled reach.** Backed by GateHouse Media, Propel Marketing reaches over 22 million people across the country, expanding your audience more than ever before



**Google AdWords Premier Partner.** We're part of a select group of strategic partners that meet Google's most stringent eligibility and training requirements, including proven expertise and years of experience in delivering high-performing AdWords campaigns



**Dedicated advisors committed to your success.** Propel's dedicated digital marketing team works to build stronger communities by driving the success of local small business



**Industry expertise.** With established relationships with digital leaders like Google and Facebook, we have the experience to build marketing solutions to help your business keep up with the competition



**An extension of your team.** We know your time is valuable - that's why we do the work for you, planning and executing successful marketing strategies that let you get back to running your business



**Tailored service.** We customize our services based on your business needs to provide the most effective solutions that fit your budget



**Transparent results.** We believe in complete transparency, providing you with measurable results through a 24/7 result dashboard

#### Propel at a Glance

EST. 2012

Recognized leader in SMB Digital Solutions



**Top 20**

Voted top 20 most promising digital marketing solutions providers



**15K+**

custom campaigns run

**30+ Years**

Experience in SEM



**190K+**

Small and Medium Businesses Served

#### Full Suite of Digital Marketing Solutions

##### Marketing Tools, including:

- ThriveHive Guided Marketing
- Reputation Monitoring
- RPM Dashboard

##### Advertising Services, including:

- Digital Display
- Retargeting
- Social Media
- Search Engine Marketing (PPC)
- Search Engine Optimization (SEO)

*Customized Digital Advertising Solutions Also Available*



# Creative Solutions

# Solutions to Build Your Brand and Your Business.

## Who are we?

Creative Solutions is a full-service creative agency within GateHouse Media

Our **award-winning designers** specialize in creating ads that help you dominate the space, both digital and print.

Dominate our website with the totally immersive **EDGE Unit.**



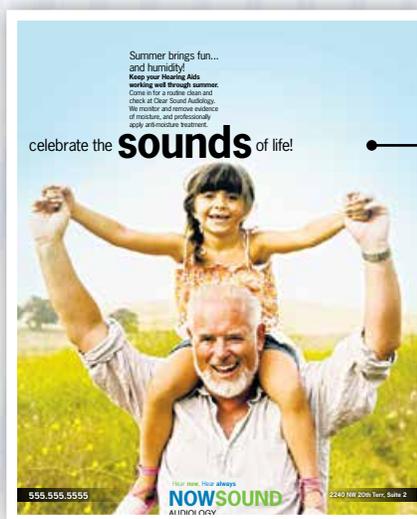
Dominate the homepage or section front ad space with a **Site Takeover**



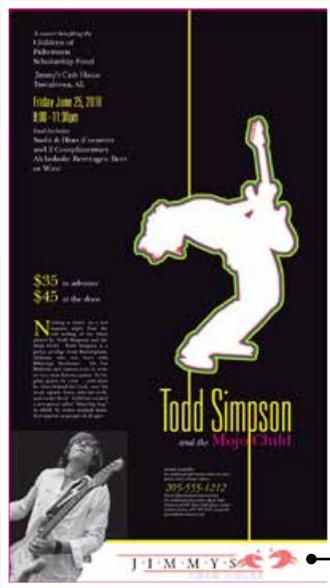
Both **Magazine** and **Newspaper** ads



Standard **Digital Ads**



**additionally,** Creative Solutions creates marketing materials including sales collateral, inserts, posters, newsletters and brand identity to reach your consumers.



Rich media digital ads

Direct mail

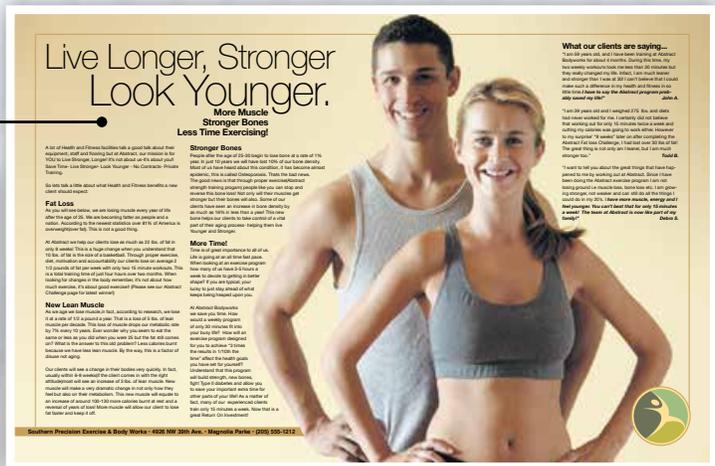
Posters



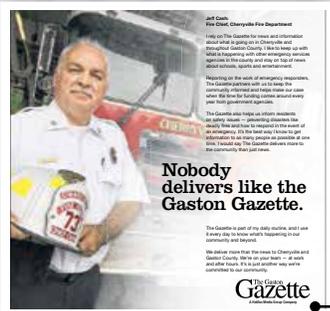
Inserts



Native advertising



Sales collateral



Branding





Alice Newspapers deliver more than just the news to our community — it provides high-quality journalism and ongoing support for the organizations that make a difference in the Coastal Bend area.

# Nobody delivers like Alice Newspapers.

How to Reach Us

**alicetx.com**

405 E Main Street • Alice, Texas 78332

**(361) 664-6588**

## Alice Echo-News Journal