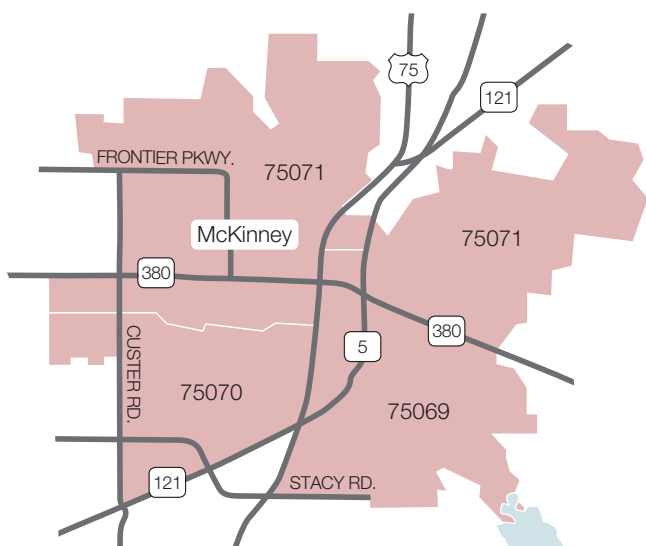


MAKE AN IMPACT

MCKINNEY



OUR MISSION

Our mission is to build communities of informed citizens and thriving businesses through the collaboration of a passionate team.

OUR CONTENT

Each edition of *Community Impact Newspaper* gives readers hyper-local news and information that they just can't get anywhere else. We pride ourselves on our in-depth, non-biased coverage of local business, development, transportation, education, health care, real estate and more. We also have features on local leaders, businesses, restaurants, nonprofit groups and the history of our communities.



OUR DESIGN

The captivating quality of our editorial graphics and advertising design is another secret to the success of *Community Impact Newspaper*. Our design and editorial teams work closely together to create infographics and maps that capture the reader's attention. This same design team works closely with the sales team to design powerful, eye-catching advertisements that get our clients results.

OUR READERS

With our solid reputation as a trusted news source, it came as no surprise that Readex Research found in a 2013 survey that in the markets we serve—Austin, DFW and Houston—*Community Impact Newspaper* was selected as the main source of local news. A remarkable 82 percent of those surveyed said they are regular readers of *Community Impact Newspaper*.

YOUR SUCCESS

At *Community Impact Newspaper*, we want to see your business thrive. As a valued part of the community, your success is very important to us, and building a quality ad campaign is one of the keys to this success. Our account coordinators will work with you to ensure your advertisement connects with your target audience, is consistent with your brand and is designed to maximize results.

RECOGNITION

Community Impact Newspaper has been recognized 73 times for both outstanding journalism and advertising design by the *National Newspaper Association*.



Included in the 2010–2014 *Inc. 5000* list, *Community Impact Newspaper* was named the fastest-growing news organization in Texas.

Inc. 5000

community
Impact
NEWSPAPER
LOCAL. USEFUL. EVERYONE GETS IT.®

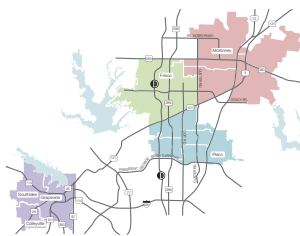
McKinney edition of *Community Impact Newspaper* — **60,337**

DISTRIBUTION

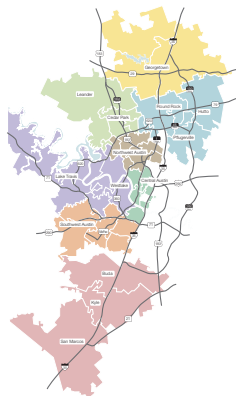
Community Impact Newspaper offers advertisers the opportunity to reach 100 percent of businesses and residents via U.S. mail in a newspaper format.

Community Impact Newspaper serves 20 separate communities throughout Texas. Multiple-market discounts are available.

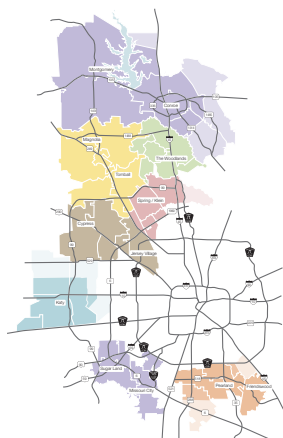
Total Distribution — **1,471,901**



DFW METRO



AUSTIN METRO



HOUSTON METRO