



# Ad Rates & Specifications Austin

Kelly Peel

VP Sales & Marketing

P: 512-263-9181, ext 22

kelly@PEELinc.com

Sales Office: 512-263-9181  
 311 Ranch Road 620 S. Ste. 200  
 Lakeway, TX 78734-4775  
 www.PEELinc.com

Ad deadline is always the 10<sup>th</sup> of the month prior to the issue.

Community	RATES PER NEIGHBORHOOD							
	Circulation	Zip Codes	Frequency	*Inserts	Full	Half	Quarter	Eighth
Avery Ranch	2000	78717	Monthly	\$495	\$255	\$195	\$145	\$115
Barton Creek	550	78735	Monthly	\$285	\$185	\$140	\$95	\$75
Barton Hills	1200	78704	Monthly	\$335	\$235	\$175	\$125	\$100
Belterra	700	78737	Monthly	\$315	\$215	\$165	\$115	\$90
Canyon Creek	1100	78726	Monthly	\$335	\$235	\$175	\$125	\$100
Cherry Creek on Brodie Ln.	300	78748	Monthly	\$285	\$185	\$140	\$95	\$75
Circle C Ranch	4700	78739/78749	Monthly	\$695	\$405	\$295	\$205	\$165
Courtyard	375	78731	Monthly	\$285	\$185	\$140	\$95	\$75
Davenport Ranch	500	78746	Monthly	\$285	\$185	\$140	\$95	\$75
Forest Creek (Round Rock)	1300	78664	Monthly	\$335	\$235	\$175	\$125	\$100
Granada Hills	550	78737	Monthly	\$285	\$185	\$140	\$95	\$75
Hidden Glen (Round Rock)	500	78681	Monthly	\$285	\$185	\$140	\$95	\$75
Highland Park West Balcones	1800	78731	Monthly	\$335	\$235	\$175	\$125	\$100
Jester Estates	950	78750	Monthly	\$315	\$215	\$165	\$115	\$90
Lakeline Ranch (Leander)	650	78641	Monthly	\$315	\$215	\$165	\$115	\$90
Lake Pointe	1000	78738	Monthly	\$335	\$235	\$175	\$125	\$100
Lakeway *NEW - *Introductory Rates*	5000	78734	Monthly	\$495	\$335	\$255	\$175	\$145
Lakewood	700	78731	Monthly	\$315	\$215	\$165	\$115	\$90
Laurel Oaks Neighborhood Assoc.	2500	78759	Monthly	\$495	\$255	\$195	\$145	\$115
Legend Oaks II	700	78749	Monthly	\$315	\$215	\$165	\$115	\$90
Long Canyon	350	78730	Monthly	\$285	\$185	\$140	\$95	\$75
Lost Creek	1400	78746	Monthly	\$335	\$235	\$175	\$125	\$100
Meadows of Brushy Creek (RR)	700	78717	Monthly	\$315	\$215	\$165	\$115	\$90
Pemberton Heights	650	78703	Monthly	\$335	\$235	\$175	\$125	\$95
Ranch at Brushy Creek	500	78613	Monthly	\$285	\$185	\$140	\$95	\$75
River Place	1100	78730	Monthly	\$335	\$235	\$175	\$125	\$100
Sendera	900	78749	Monthly	\$315	\$215	\$165	\$115	\$90
Shady Hollow	1500	78739	Monthly	\$335	\$235	\$175	\$125	\$100
Sonoma (Round Rock)	1500	78664/78665	Monthly	\$335	\$235	\$175	\$125	\$100
South Lamar Neighborhood Assoc.	2500	78704	Monthly	\$495	\$255	\$195	\$145	\$115
Steiner Ranch	4000	78732	Monthly	\$695	\$405	\$295	\$205	\$165
Stone Canyon (Round Rock)	1250	78681	Monthly	\$335	\$235	\$175	\$125	\$100
Travis Country West	250	78735	Monthly	\$285	\$185	\$140	\$95	\$75
Twin Creeks	750	78613	Monthly	\$315	\$215	\$165	\$115	\$90
Villages of Westen Oaks	3000	78749	Monthly	\$495	\$285	\$215	\$155	\$130
Westcreek	1100	78749	Monthly	\$335	\$235	\$175	\$125	\$100
Westminster Glen	200	78730	Monthly	\$285	\$185	\$140	\$95	\$75
Wood Glen (Round Rock)	550	78681	Monthly	\$285	\$185	\$140	\$95	\$75

\*Inserts must be provided. \*Discounts do not apply to inserts.

Please note our discount rates and additional information on the next page.

## Base Discount

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. 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%

### Ad Specifications

The following table lists the standard ad dimensions. There is a 25% up-charge 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



**PayPal**

## Gold Discount

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: camera-ready ads). Contracts with camera-ready ads may include different ads each month as long as all ads are provided camera-ready. Please see our website to view the description of camera-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:

- There is a 10% charge for a special placement of an ad.
- All newsletters are mailed by the first week of the month.
- Basic typesetting is included in the ad price.
- A typesetting fee will be charged for excessive or detailed typesetting.
- Major or excessive changes on proof will result in a \$25.00 Extra Charge.
- Proofs sent must be signed & returned in timely manner to avoid errors in publishing.

**Visit us online for more information**  
**[www.PEELinc.com](http://www.PEELinc.com)**