

# Peel, Inc.

## COMMUNITY NEWSLETTERS

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## Ad Rates & Specifications Houston

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Ad deadline is always the 8<sup>th</sup> of the month prior to the issue.

Community	Circulation	Zip Codes	RATES PER NEIGHBORHOOD				
			*Inserts	Full	Half	Quarter	Eighth
Blackhorse Ranch	700	77433	\$325	\$225	\$170	\$125	\$100
Bridgeland	600	77433	\$325	\$225	\$170	\$125	\$100
Coles Crossing	1900	77429	\$355	\$255	\$185	\$135	\$115
Copperfield	6000	77095	\$795	\$525	\$395	\$305	\$255
Cypress Mill	1600	77429	\$355	\$255	\$185	\$135	\$115
Cypress Point	1200	77429	\$355	\$255	\$185	\$135	\$115
Eagle Springs (Humble)	2500	77346	\$595	\$275	\$205	\$155	\$125
Enchanted Valley	525	77429	\$290	\$190	\$145	\$100	\$75
Fairfield	5000	77433	\$795	\$475	\$345	\$255	\$205
Fairwood	900	77429	\$325	\$225	\$170	\$125	\$100
Fawnlake (Katy)	225	77493	\$290	\$190	\$145	\$100	\$75
Harvest Bend The Village	925	77064	\$325	\$225	\$170	\$125	\$100
Heatherwood Village	600	77070	\$325	\$225	\$170	\$125	\$100
Lakes of Fairhaven	250	77433	\$290	\$190	\$145	\$100	\$75
Lakes on Eldridge	900	77041	\$325	\$225	\$170	\$125	\$100
Lakes on Eldridge North	1200	77041	\$355	\$255	\$185	\$135	\$115
Lakes of Savannah (Pearland)	1500	77583	\$355	\$255	\$185	\$135	\$115
Lakewood Grove	900	77377	\$325	\$225	\$170	\$125	\$100
Legends Ranch (Spring)	1500	77386	\$355	\$255	\$185	\$135	\$115
Longwood	1500	77429	\$355	\$255	\$185	\$135	\$115
Oak Forest	5600	77018/77042	\$795	\$475	\$345	\$255	\$205
Pine Brook (Clear Lake)	1200	77059	\$355	\$255	\$185	\$135	\$115
Riata Ranch	1200	77095	\$355	\$255	\$185	\$135	\$115
Shadow Creek Ranch (Pearland)	4000	77584	\$795	\$435	\$315	\$225	\$185
Silverlake (Pearland)	3000	77584	\$795	\$315	\$255	\$185	\$145
Steeplechase	1750	77065	\$355	\$255	\$185	\$135	\$115
Stone Gate	5000	77095	\$795	\$475	\$345	\$255	\$205
Summerwood (Humble)	2400	77044	\$495	\$275	\$205	\$155	\$125
Village Creek	900	77377	\$325	\$225	\$170	\$125	\$100
Villages of Northpointe	700	77377	\$325	\$225	\$170	\$125	\$100
Willowbridge	1000	77064	\$355	\$255	\$185	\$135	\$115
Willowlake	650	77064	\$325	\$225	\$170	\$125	\$100
Willow Pointe	650	77064	\$325	\$225	\$170	\$125	\$100
Winchester Country	1700	77064	\$355	\$255	\$185	\$135	\$115
Winchester Trails	650	77064	\$325	\$225	\$170	\$125	\$100
Windermere Lakes	500	77065	\$290	\$190	\$145	\$100	\$75
Woodedge Village	400	77070	\$290	\$190	\$145	\$100	\$75
Wortham Villages	900	77065	\$325	\$225	\$170	\$125	\$100

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

# Pre-Paid Discount Options

## Base Discount Option 1

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%

## Gold Discount Option 2

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:

- All of our newsletters are monthly publications and mailed by the first week of the month.
- All ads are black and white print ads.
- There is a 10% charge for a special placement of an ad.
- 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.
- **\*Inserts must be provided. \*Discounts do not apply to inserts.**

## 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 or	7.5 x 5 3.75 x 9.75
Quarter or	3.75 x 5 7.5 x 2.5
Eighth	3.75 x 2



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