

WYLIE

Growl

2017 MEDIA KIT



CONTENT CALENDAR AND ADVERTISING DEADLINES

*Published the first
week of every month.*

January 2017 *Deadline December 10*

Basketball Preview
UIL Results From Younger Campuses
Christmas Event Pictures
Varsity Football, Volleyball Ends

February 2017 *Deadline January 10*

Wylie Stock Show
All-Region Band
All-Region Choir
Soccer Preview

March 2017 *Deadline February 10*

Robotics Team
Junior High Basketball
Conservation Poster Winners
Basketball Big Bulldogs/Little Bulldogs

April 2017 *Deadline March 10*

Spring Sports Preview
(Track, Baseball, Softball, Golf)
Varsity Basketball Ends
High School UIL

May 2017 *Deadline April 9*

Destination Imagination
Summer Camps Preview
Ag Team Roundup
Soccer Ends

June 2017 *Deadline May 10*

Graduation Special Section
Junior High Math
Earth Day
More UIL, Track and Golf

July 2017 *Deadline June 10*

Little League
DI at Globals
Spring Sports Finals
FCA All-Stars and Wylie Softball

August 2017 *Deadline July 8*

Back to School Edition

September 2017 *Deadline August 12*

Fall Sports Previews
Wylie's New Teachers
Hall of Honor announcement
Foundation Dinner Preview

October 2017 *Deadline September 9*

Band Marching Festival
Halloween Events Roundup
Photos from first month of school
Youth Football Kick-Off

November 2017 *Deadline October 7*

Homecoming Queens
3rd-Grade At Safety City
Big Bulldogs/Little Bulldogs Pictures
JV/Freshman Volleyball Stories

December 2017 *Deadline November 11*

Preview of Community Christmas Events
Veteran's Day Program At Elementary
Roundup of Tennis and Cross Country Seasons
Junior High Football and Volleyball

It's Great to be a Wylie Bulldog! **Marketing Information**

Content

Wylie Growl delivers more original content about our schools, churches, recreational activities, community events and what matters to you most.

Audience

The Wylie audience is one of the most attractive target markets in the state. Our readers are well educated, live in homes that are on average larger and of higher value. Invest your advertising dollar where it is sure to gain results!

Target Market

Wylie Growl is produced with families in mind and the lead decision maker of that family...Mom!

Distribution

Every student! Every classroom! *Wylie Growl* Magazine is delivered every month to all the students in the district. Bonus copies are also available in the Purple and Gold Dawg Boxes on every campus and at 26 locations in and around the Wylie community.

Commercial Locations

7-11 Convenience Store- SR 83/84

7-11 Convenience Store Buffalo Gap Road and Beltway

7-11 Convenience Store Buffalo Gap Road and Chimney Rock

Abilene Bone and Joint- Sylvia Holcomb

Abilene Country Club- Antilley

Abilene Country Club- Treadaway

Abilene Dermatology

Abilene Pediatric Dentistry

Abilene Public Library-Southside

Abilene Regional Medical Center

Abilene Teachers FCU

Bourland and Soben Dentists

Carlton Orthodontics

CVS Drug Store

D1- Munton Sports Complex

Dawg Box Junior High/Middle School

Dawg Box Wylie Early Childhood School

Dawg Box Wylie Elementary School

Dawg Box Wylie High School

Dawg Box Wylie Intermediate

Dyess AFB- Airmen Readiness

Firehouse Fitness

First Financial Bank

Flip House

Haskell National Bank

Icon Fitness

Jack and Jill Donuts

Joe's Pizza

Linn Denstistry

Mad Coffee

Market Street Grocery

McCoys Pharmacy

Mesa Springs

Mr. Burger

Pediatric Associates- Buffalo Gap Road

Pediatric Associates- Hickory Street

Primetime Family Entertainment Center

State Farm Insurance- Donna Dougherty

State Farm Insurance- Glynn Walker

State Farm Insurance- Risha Sanders

State Farm Insurance- Sam Corn

Walgreen's- Buffalo Gap Road

West 2 Go Chillers- Buffalo Gap Road and Chimney Rock

WISD Administration Building

WISD Early Childhood School

WISD Elementary School

WISD High School

WISD Intermediate

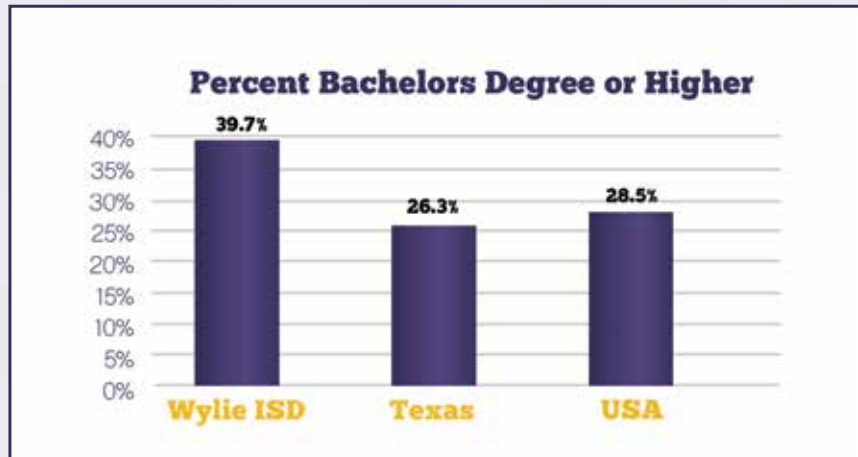
WISD Junior High

WISD Middle School

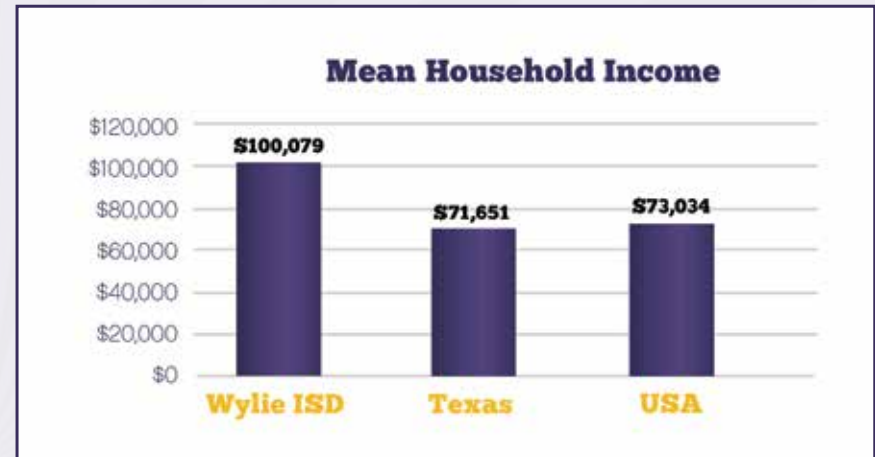
Zachry Publications

It's Great to be a Wylie Bulldog! **Marketing Information**

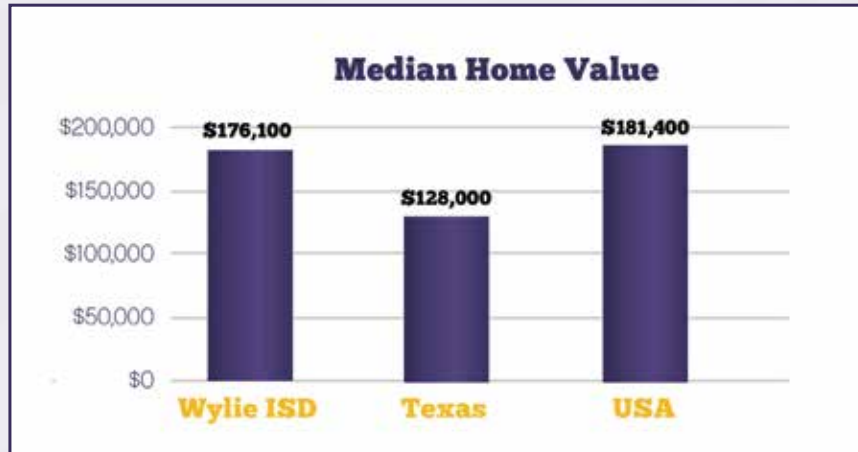
Readers of *Wylie Growl* are highly educated. 39% have a Bachelor's Degree or higher.



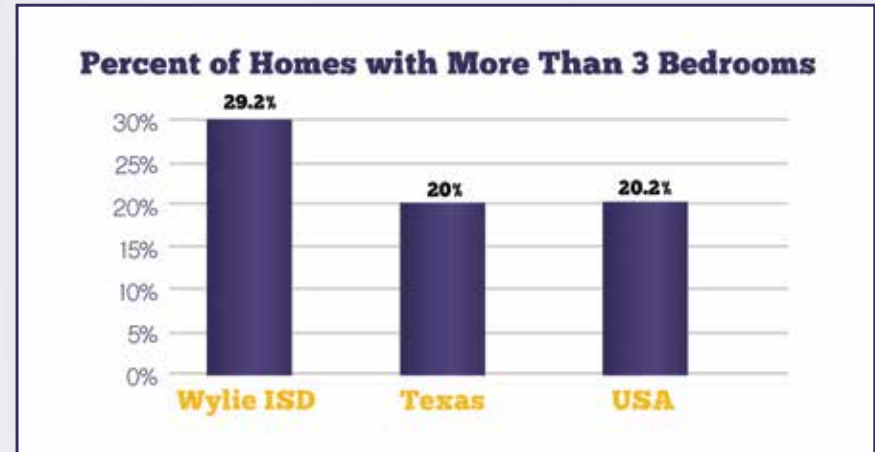
Readers of the *Wylie Growl* earn an income that is 39% higher than the Texas average.



Readers of the *Wylie Growl* live in homes with a value 37% higher than the Texas average.



Readers of the *Wylie Growl* live in homes that are larger than average.



WYLIE *Growl* BELLY BAND

| Package | 1-Run | 3-Run | 6-Run | 12-Run | 24-Run |
|---------|---------|---------|---------|---------|---------|
| Price | \$6,000 | \$6,000 | \$6,000 | \$6,000 | \$6,000 |

The Belly Band Package includes:

- Print Advertisement
- Web Ads
- Newsletter E-Blast
- Sponsored post on *Wylie Growl's* Facebook page



WYLIE *Growl* 2 PAGE SPREAD

| Package | 1-Run | 3-Run | 6-Run | 12-Run | 24-Run |
|---------|---------|---------|---------|---------|---------|
| Price | \$1,920 | \$1,760 | \$1,600 | \$1,440 | \$1,280 |

The Two Page Spread Package includes:

- Print Advertisement
- E-Magazine
- Web Ads
- Newsletter E-Blast
- E-Magazine Video
- Sponsored post on *Wylie Growl's* Facebook page



WYLLIE *Growl* PREMIUM POSITIONS

| Package | 1-Run | 3-Run | 6-Run | 12-Run | 24-Run |
|--------------------------|---------|---------|---------|---------|---------|
| Inside Front Cover Price | \$1,400 | \$1,300 | \$1,200 | \$1,100 | \$1,000 |
| Back Cover Price | \$1,500 | \$1,400 | \$1,300 | \$1,200 | \$1,100 |
| Inside Back Cover Price | \$1,400 | \$1,300 | \$1,200 | \$1,100 | \$1,000 |
| Page 3 Price | \$1,400 | \$1,300 | \$1,200 | \$1,100 | \$1,000 |

The Premium Positions Package includes:

- Print Advertisement
- E-Magazine
- Web Ads
- Newsletter E-Blast
- E-Magazine Video
- Sponsored post on *Wyllie Growl's* Facebook page

WYLIE *Growl* FULL PAGE OR JUNIOR SPREAD

| Package | 1-Run | 3-Run | 6-Run | 12-Run | 24-Run |
|---------|---------|---------|---------|--------|--------|
| Price | \$1,200 | \$1,100 | \$1,000 | \$900 | \$800 |

The Full Page or Junior Spread Package includes:

- Print Advertisement
- E-Magazine
- Web Ads
- Newsletter E-Blast
- E-Magazine Video
- Sponsored post on *Wylie Growl's* Facebook page



WYLLIE *Growl* HALF PAGE

| Package | 1-Run | 3-Run | 6-Run | 12-Run | 24-Run |
|---------|-------|-------|-------|--------|--------|
| Price | \$690 | \$640 | \$590 | \$540 | \$490 |

The Half Page Package includes:

- Print Advertisement
- E-Magazine
- E-Magazine Video
- Web Ads



WYLLIE *Growl* QUARTER PAGE

| Package | 1-Run | 3-Run | 6-Run | 12-Run | 24-Run |
|---------|-------|-------|-------|--------|--------|
| Price | \$399 | \$374 | \$349 | \$324 | \$299 |

The Quarter Page Package includes:

- Print Advertisement
- E-Magazine
- E-Magazine Video



WYLLIE *Growl* EIGHTH PAGE

| Package | 1-Run | 3-Run | 6-Run | 12-Run | 24-Run |
|---------|-------|-------|-------|--------|--------|
| Price | \$239 | \$224 | \$209 | \$194 | \$179 |

The Quarter Page Package includes:

- Print Advertisement
- E-Magazine
- E-Magazine Video



DIGITAL ADVERTISING

WYLIEGROWL.COM

| | |
|---|-----------------|
| Leaderboard (728 x 90 pixels) - Top of the page | \$400 per month |
| Wide Skyscraper (160 x 600 pixels) - Right side | \$300 per month |
| Medium Rectangle (300 x 250 pixels) - Middle | \$200 per month |

E-BLAST ADVERTISING

Market your business to our growing list of digital subscribers via our weekly digital newsletter.

| | |
|---|---------------------|
| E-Blast Newsletter Banner (728x90 pixels) | \$100 per insertion |
| E-Blast List Rental | \$750 per insertion |

SOCIAL MEDIA BOOST

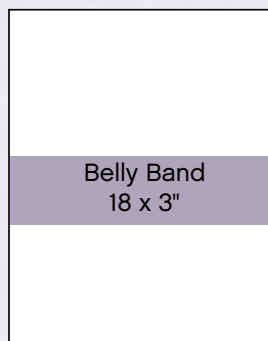
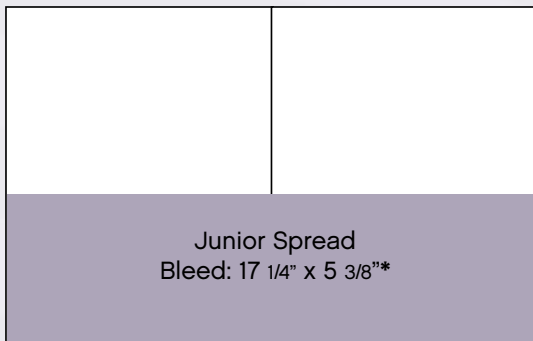
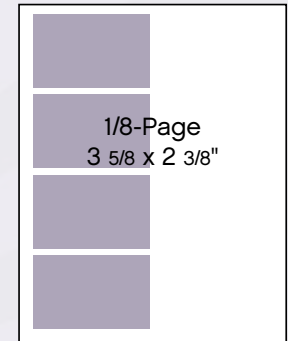
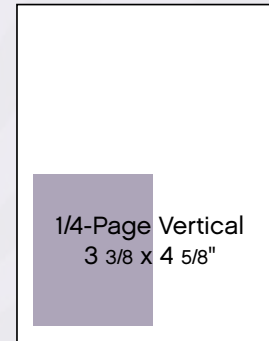
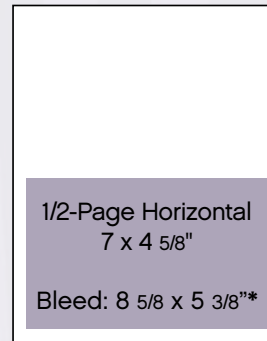
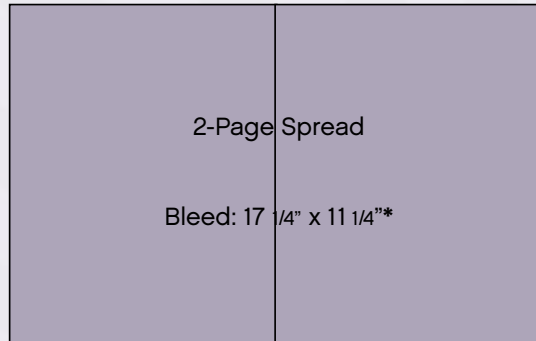
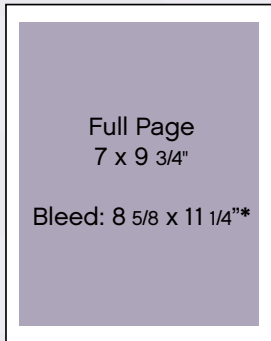
Boost the power of your *Wylie Growl* magazine advertisement with a sponsored post on the *Wylie Growl* Facebook page.

| | |
|---|---------------------|
| Reach up to 48% of the <i>Growl</i> Facebook Audience | \$100 per insertion |
| Reach up to 86% of the <i>Growl</i> Facebook Audience | \$200 per insertion |
| Reach up to 91% of the <i>Growl</i> Facebook Audience | \$350 per insertion |

Sponsored Post-Sample

The screenshot shows the Wylie Growl website interface. At the top is the navigation menu with links for School News, Community News, Sports News, Arts News, Photo Albums, and Wylie Marketplace. Below the menu is a yellow banner for 'WYLIE MARKETPLACE Classified Ads' with the text 'SELL YOUR STUFF. GET SOME HELP. HIRE A BULLDOG.' The main content area features a sponsored post titled 'A Head Start on Christmas Spirit' dated November 7, 2016. The post text describes a Christmas Carrousel event. To the right of the post is a subscription box for 'Subscribe for more about Wylie Growl' with an 'E-Newsletter' button. At the bottom right, there is a 'November 2016' section with a 'WYLIE' logo.

ADVERTISING SIZES AND SPECS



Acceptable File Types

We accept TIF, JPEG, EPS and PDF files for our print ads. Files may be submitted on Flash Drives, CD-ROMs, via e-mail, or shared via Dropbox.

Font Usage

Please ensure that any fonts embedded in EPS files are included. Ad files in PDF format or a rasterized TIF file may be sent without fonts.

Graphic Issues

You must include all graphics with EPS files. If there are embedded fonts in your graphics, those font files must be included also. For optimal reproductions, photos should be scanned at a minimum resolution of 300 dpi. Be sure to scan images in at least the size they appear in your ad since enlarging images after scanning reduces resolution. Your files must have a resolution of 300 dpi and be CMYK.



Thank you for your support of *Wylie Growl* Magazine and the Wylie Independent School District.



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