

Aubrey • Celina • Crossroads • Krugerville • Little Elm • Pilot Point • Prosper • Tioga

380 Guide

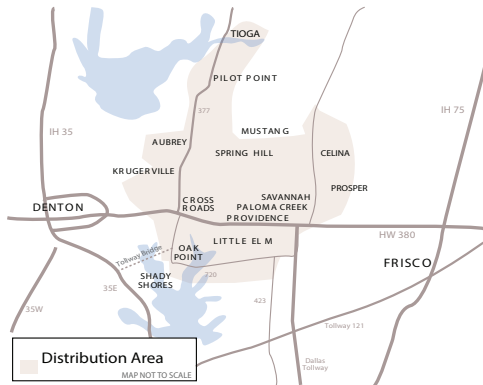


YOUR NEIGHBORHOOD GUIDE TO LOCAL LIVING
for over 20 years

WHAT WE DO

We are the trusted local resource in North Texas, for over 20 years

DEMOGRAPHICS



25,000+ copies Direct Mail

Average income over 100k

Readership 105,000

Locally owned and operated

A true small business

Growing readership throughout North Texas

Improving local business reach through social media

Personal service, Guaranteed

DISTRIBUTION

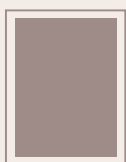
Pilot Point | Aubrey | Crossroads | Krugerville
Providence | Paloma Creek | Oak Point | Savannah
Artessia | Windsong Ranch | Little Elm | Glenbrooke
Prosper | Frisco Ranch | Gray Hawk | Christi Ranch
Celina | Union Park | Local Merchants | HOAs
New Home Owners | Chambers of Commerce

ADVERTISING RATES

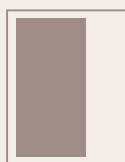
p: 214.606.7428
publisher@380guide.com



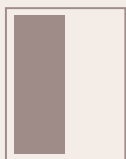
2-PAGE SPREAD
15.25" x 11.125"



FULL PAGE
7.75" x 11.125"



**2/3 PAGE
VERTICAL**
4.667" x 10"



**1/2 PAGE
VERTICAL**
3.5" x 10"



**1/2 PAGE
HORIZONTAL**
7" x 5.25"



**1/3 PAGE
HORIZONTAL**
7" x 3.5"



**1/4 PAGE
VERTICAL**
3.25" x 5"

DETAILS

Presented as 1 issue (runs for 2 months) or 3 issues (runs for 6 months)
Plus exposure across web and social media platforms.

Per issue pricing detailed below.

PREMIUM PLACEMENT *1 issue* *3 issues (per issue)*

FRONT COVER	\$3,850	NA
INSIDE FRONT COVER	\$2,200	\$1,980
TWO PAGE CENTER SPREAD	\$3,960	\$3,564
INSIDE BACK COVER	\$2,145	\$1,930
BACK COVER	\$3,245	\$2,920

STANDARD PLACEMENT *1 issue* *3 issues (per issue)*

2-PAGE SPREAD (NOT CENTER)	\$3,762	\$3,386
FULL PAGE	\$1,881	\$1,693
2/3 PAGE (VERTICAL)	\$1,562	\$1,406
1/2 PAGE (VERTICAL)	\$979	\$881
1/2 PAGE (HORIZONTAL)	\$979	\$881
1/3 PAGE (HORIZONTAL)	\$792	\$713
1/4 PAGE (VERTICAL)	\$686	\$618

Secure your spot by emailing publisher@380guide.com

Ad design services available. For more details, see page 5.

IT'S NEVER
BEEN EASIER
TO BE FOUND.

Our readers trust us as a local business resource.

- Reach thousands of engaged, local readers
- Build credibility with consistent exposure
- Affordable marketing for small businesses



BUSINESS DIRECTORY LISTING

SECURE YOUR SPOT IN OUR
LOCAL BUSINESS DIRECTORY

\$40/ISSUE

for six recurring issues

SUBMIT YOUR DETAILS

- High Resolution photo or logo
 - Business name
- Contact: Phone number/E-mail
 - Website

to graphics@380guide.com

SUBMIT YOUR AD

to graphics@380guide.com

DIMENSION REQUIREMENTS

2-PAGE SPREAD: 15.25" x 11.125"
FULL PAGE: 7.75" x 11.125" (includes .25 bleed)
2/3 PAGE VERTICAL: 4.667" x 10"
1/2 PAGE VERTICAL: 3.5" x 10"
1/2 PAGE HORIZONTAL: 7" x 5.25"
1/3 PAGE HORIZONTAL: 7" x 3.5"
1/4 PAGE VERTICAL: 3.25" x 5"

TECHNICAL REQUIREMENTS

- File type: PDF
- Color mode: CMYK
- Raster images: 300 dpi
- Submit your final ad in the specified dimensions above

AD DESIGN

\$50 / HR

Ad design includes one consultation, two revisions, and final proofs. Rates for design services exclude cost for stock photography if needed. Design services must be booked within 10 business days of deadline for ad materials.

*email graphics@380guide.com
to schedule your design service.*

DEADLINES

PUBLICATION

DECEMBER (runs DEC-JAN)
FEBRUARY (runs FEB-MAR)
APRIL (runs APR-MAY)
JUNE (runs JUNE-JULY)
AUGUST (runs AUG-SEP)
OCTOBER (runs OCT-NOV)

AD DEADLINE

NOVEMBER 1ST
JANUARY 1ST
MARCH 1ST
MAY 1ST
JULY 1ST
SEPTEMBER 1ST