

# MEDIA KIT

---

# 2017

---



**THE LEADER.**

THE HEIGHTS, GARDEN OAKS, OAK FOREST AND NORTH HOUSTON.



P.O. Box 924487 • Houston, TX 77292-4487 | 3500-A East T.C. Jester Blvd., Houston, TX 77018  
(713) 686-8494 • [www.theleadernews.com](http://www.theleadernews.com) • (713) 686-0970 (fax)

---

send all ads to [ads@theleadernews.com](mailto:ads@theleadernews.com) in embedded PDF format

**Publishes Every Saturday**

Retail Ad Deadline - Every Tuesday at 12pm • Classified Ad Deadline - Every Tuesday at 5pm

# RETAIL ADVERTISING

Per Column Inch

Open .....	\$22
8x .....	5% off
13x .....	10% off
26x .....	15% off
52x .....	20% off

Add Some Color

1-6 inches .....	\$25
7-14 inches.....	\$40
15-29 inches.....	\$70
30-62 inches.....	\$85
63-129 inches.....	\$100

Dimensions

1 Column .....	1.53 inches
2 Columns .....	3.22 inches
3 Columns .....	4.92 inches
4 Columns .....	6.61 inches
5 Columns .....	8.30 inches
6 Columns .....	10 inches

Page Depth 21.5"



# 2017 Publication Schedule

## Monthly B Sections

**Business Leaders** - 1st week of every month  
**Our Health** - 2nd week of every month  
**Food & Drink** - 3rd week of every month  
**Leader Listings** (Real Estate) - 4th week of every month

### 2017 Special

### Ad Deadline

### Publication Date

[12 Noon]

<b>Great Expectations</b> .....	Jan.12(Solicit) & Jan. 16(Supplied).....	Jan. 21
<b>Valentine's Day</b> .....	Feb. 7 .....	Feb. 11
<b>Leader Lovables</b> .....	Feb. 7 .....	Feb. 11
<b>Rodeo Focus</b> .....	Feb. 14 .....	Feb. 18
<b>THE BIG Edition</b> .....	Feb. 17 .....	Feb. 25
<b>Non Profit Edition</b> .....	March 21 .....	March 25
<b>Easter Focus</b> .....	April 4 .....	April 8
.....	April 11 .....	April 15
<b>Easter Worship</b> .....	April 4 .....	April 8
.....	April 11 .....	April 15
<b>World of Learning</b> .....	April 18 .....	April 22
<b>Summer Fun</b> .....	April 25 .....	April 29
<b>Mother's Day</b> .....	May 2 .....	May 6
.....	May 9 .....	May 13
<b>Celebrations</b> .....	May 23 .....	May 27
<b>Father's Day</b> .....	June 6.....	June 10
.....	June 13 .....	June 17
<b>Reader's Choice</b> .....	June 20.....	June 24
<b>Independence Day</b> .....	June 27.....	July 1
<b>Those Were the Days</b> .....	July 25.....	July 29
<b>Back to School</b> .....	Aug. 8.....	Aug. 12
<b>Varsity Kickoff</b> .....	Aug. 22.....	Aug. 26
<b>Senior Living</b> .....	Sept. 18.....	Sept. 23
<b>Breast Cancer Awareness</b> .....	Oct. 10.....	Oct. 14
<b>The Guide</b> .....	Oct. 13.....	Oct. 28
<b>Santa Stops Here #1</b> .....	Nov. 14.....	Nov. 18
<b>A to Z #1</b> .....	Nov. 20.....	Nov. 25
<b>Santa Stops Here #2</b> .....	Nov. 28.....	Dec.2
<b>A to Z #2</b> .....	Dec. 5.....	Dec. 9
<b>Letters to Santa</b> .....	Dec. 12.....	Dec. 16
<b>Leader of Year</b> .....	Dec. 22.....	Dec. 30
<b>Honor Roll</b> .....	Dec. 22.....	Dec. 30
<b>Holiday Worship</b> .....	Nov. 17.....	Nov. 25
<b>Holiday Worship</b> .....	Nov. 28.....	Dec. 2
<b>Holiday Worship</b> .....	Dec. 5.....	Dec. 9
<b>Holiday Worship</b> .....	Dec. 12.....	Dec. 16
<b>Holiday Worship</b> .....	Dec. 19.....	Dec. 23

## COUPONS

1 time .....	\$105
13 times.....	\$95
26 times.....	\$85
52 times.....	\$70

\* must run consecutive weeks

**WHEN IT COMES TO  
AD RESULTS  
NO ONE ELSE  
STACKS UP**

The Leader reaches more homes with more readers so you get more response!

Put Us To Work For You: **713-686-8494**

## ONLINE

[www.TheLeaderNews.com](http://www.TheLeaderNews.com)

### Leaderboard

\$500/month  
750 x 100 pixels

### Poster Ads

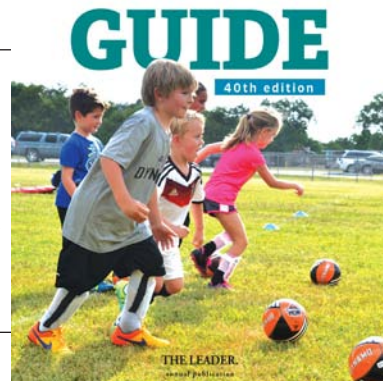
\$400/month  
300 X 250 pixels

**Social Media Plans Available**

Every October

## THE GUIDE

An annual publication providing readers and area consumers with a Guide to living, working and playing in the Heights, Garden Oaks, Oak Forest and North Houston



# CLASSIFIEDS

## Contract rates

Open .....\$22  
 8x.....5% off  
 13x .....10% off  
 26x .....15% off  
 52x .....20% off

Page Depth 21.5"

1 Column.....1.32 inches  
 2 Columns.....2.76 inches  
 3 Columns.....4.21 inches  
 4 Columns.....5.66 inches

5 Columns.....7.10 inches  
 6 Columns.....8.55 inches  
 7 Columns.....10 inches

## Word Ads

\$12.50 - 1x.5 ..... Boxed Ad (1-15 words)

## Display Ads

\$25 - 1x1 .....Display Ad  
 \$37.50 - 1x15.....Display Ad  
 \$50 - 2x1 .....Display Ad  
 \$50 - 1x2 .....Display Ad

*\* Garage Sale Ads of \$25 or more receive 2 FREE garage sale signs. Set time for pickup*



# INSERTS

### Price per Thousand

Up to 3,000 .....\$40  
 3,001-9,999.....\$36  
 10,000-19,999.....\$32  
 20,000-35,000.....\$27

### Contract Discounts

8x.....5% off  
 13x.....10% off  
 26x.....15% off  
 52x.....20% off

ship inserts to:  
 The Leader Newspaper  
 c/o The Eagle  
 1729 Briarcrest Dr.  
 Bryan, TX 77802

Reservations: 14 days before insertion  
 Materials: 10 days before insertion

## PRINT & DELIVER

SIZE: 8.5 x 5.5"

Quantity

5,000 - 9,000  
 10,000 - 19,000  
 20,000 - 49,000  
 50,000 +

Single-Sided

\$82/M  
 \$65.50/M  
 \$52.50/M  
 \$43/M

Double-Sided

\$87/M  
 \$69.50/M  
 \$56/M  
 \$46/M

SIZE: 8.5 x 11"

Quantity

5,000 - 9,000  
 10,000 - 19,000  
 20,000 - 29,000  
 30,000 - 49,000  
 50,000 +

Single-Sided

\$105/M  
 \$75/M  
 \$62/M  
 \$56/M  
 \$50/M

Double-Sided

\$115/M  
 \$80/M  
 \$66.50/M  
 \$60/M  
 \$53/M

\* For bleeds, add \$5/M

\* For perf, add \$5/M

# STICKY NOTES

Get top of Page 1 exposure!

Full Run **\$80**/per thousand

Zoned **\$90**/per thousand

\* Minimum of 10,000 notes in zoned runs

\*\*\* Specials may be available \*\*\*



## What Businesses Say



I grew up reading the Leader living in the neighborhood. Since our business has been operating in this area for so long, and the neighborhood has changed so much over the years, we began advertising a few years back to introduce ourselves to the new neighbors that may not know about us.

**Denie Lunsman**  
 Buffaloe Floor Covering, Inc.

We have been advertising in THE LEADER since 1997 almost exclusively in the coupon section. The coupon section allows us to offer the benefits of Chiropractic care at an affordable price.

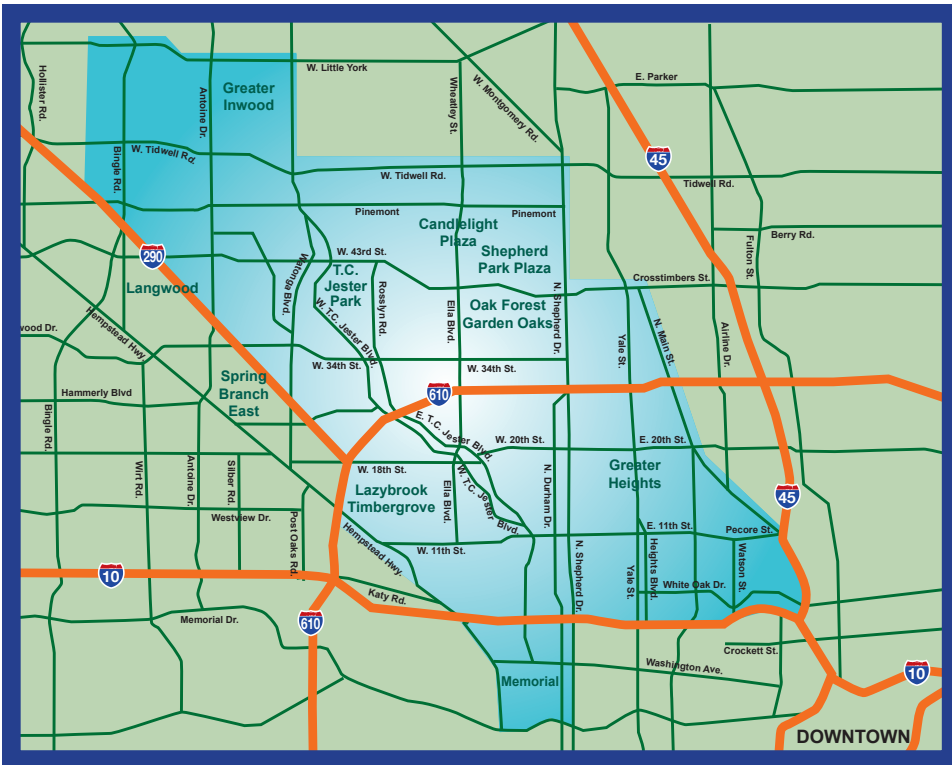
**Dr. Hudson**  
 Chiropractor

My desire is to work in serve, and be a part of the local community and The Leader being like-minded is a great partner in helping me to achieve my long term goal. They are the glue that brings us all together.

**Phyllis Oeser**  
 Attorney at Law

I advertise in The Leader because it has always been the local neighborhood paper everyone reads. I read it growing up in the area, looking to see if I recognize people or discover something about a happening I did not know. When I opened my law practice after working for another firm for a few years, I knew I needed to tell everyone in the area I was here. And I continue to run ads today.

**Wendy L. Prater**  
 Attorney at Law



# 34,000 WEEKLY DISTRIBUTION

*Total*

*Home Delivery*

77007:	1,735	77007:	1,500
77008:	11,425	77008:	10,550
77009:	2,950	77009:	2,750
77018:	11,950	77018:	10,350
77091:	1,825	77091:	1,200
77092:	4,115	77092:	3,315

## 29,665

Distributed To Homes



The ONLY  
FREE  
Community Paper  
that delivers to  
homes in our area.

## Reader Survey Says...

- 98.2%** of households say they receive The Leader
- 80.1%** of households say they regularly read The Leader
- 77.1%** of readers frequently purchase products or services from ads seen in The Leader
- 66%** of readers are between the age of 25-54
- 58%** of readers are women
- 65%** of readers have household incomes higher than \$50,000
- 90%** of readers have at least a high school degree (62% have a college education)



## Where our readers plan to spend money in 2016

New Automobiles	10%
Used Automobiles	18%
Antiques/Auctions	18%
Furniture/Home Furnishings	36%
Major Home Appliances	15%
Home Computers	14%
Home Improvement	32%
TV/Electronics	40%
Carpet/Flooring	16%
Auto Accessories (tires/brakes/etc)	55%
Lawn & Garden	51%
Florist/Gift Shop	32%
Home Heating/Air	21%
Vacations/Travel	55%
Real Estate	07%
Men's Apparel	72%
Women's Apparel	74%
Children's Apparel	45%
Boats/Watercraft	01%
Arts/Crafts Supplies	15%
Childcare	19%
Education/Classes	32%
Attorneys	09%
Veterinarians	26%
Chiropractors	14%
Financial Planners	18%
Tax Advisers	66%
Health Clubs	24%
Cleaning Services	35%
Weight Loss	12%
Lawn Care Services	35%
Legal Gambling	45%
Pharmacists	77%
Cell Phone (New/Updated)	28%
Dining & Entertainment	85%
Jewelry	25%
Wedding Supplies	13%
Athletic/Sports Equipment	35%

*\* Based on CVC reader survey conducted in Q1 2013*