



# About Rambler Newspapers

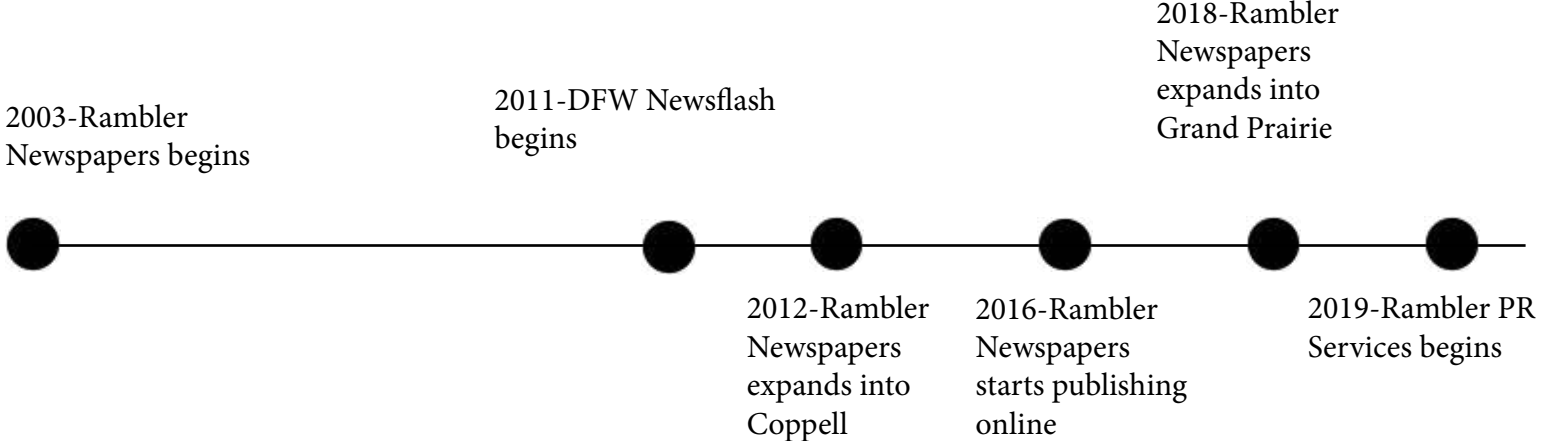


Rambler Newspapers is an award-winning independent news organization headquartered in Irving, TX.

Our team focus on hyperlocal coverage of Irving, Grand Prairie and Coppell. Rambler Newspapers is a daily news service online and a weekly digest in print.

We also have a secondary publication called “DFW Newsflash” that reports on planes, auto, and transportation news in the North Texas area.

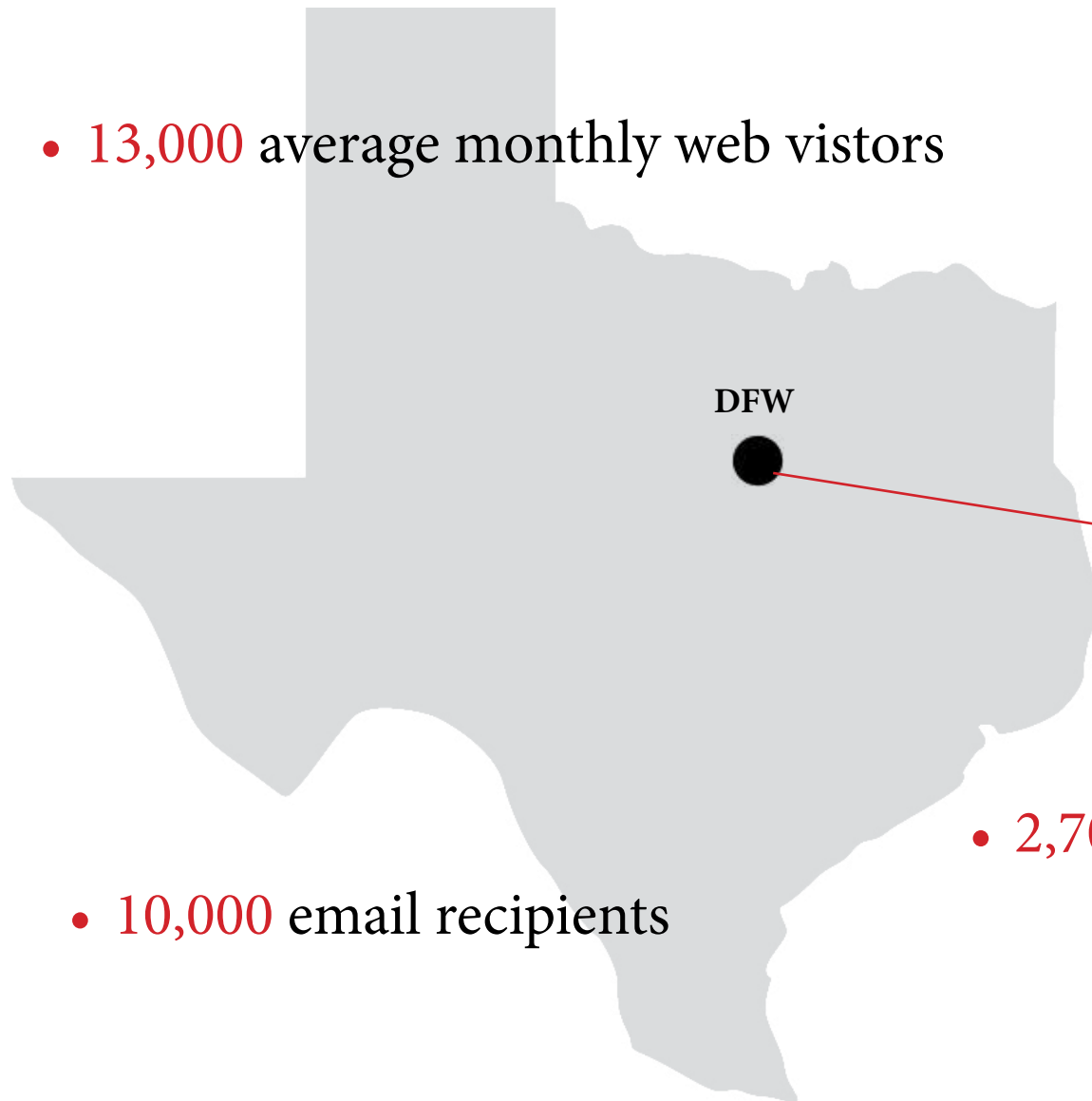
# OUR MILESTONES



# Our Audience

- 4,000 print readers

- 13,000 average monthly web visitors



- We are the community newspaper for Irving, Grand Prairie and Coppell communities.
- Readership extends to Dallas, Fort Worth, Carrollton and Arlington.
- Our secondary publication “DFW News Flash” focuses on transportation in the North Texas area.

- 2,700 social media followers

- 10,000 email recipients



# Rambler

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## NEWSPAPERS



Rambler Newspapers is a weekly newspaper published on Saturdays. The publication also has a website which serves as a daily news source. The paper covers local community, city and business news as well as events in Irving, Coppel and Grand Prairie.

The publication consists of:

- Coverage of local events
- Community news
- Videos of the week
- Photo galleries along with articles
- Interviews with city leaders

Print ads are due Tuesdays at 5 p.m. for the following Saturday publication.

Online ads are due the Sunday before the start of the run.

# DFW NEWSFLASH

DFW Newsflash is a daily online publication. The website covers transportation and travel news in the North Texas area.

This publication consists of:

- Coverage of planes, trains, highways and auto issues in North Texas area
- Coverage of groundbreaking and press conferences for new transportation projects
- Articles on changes in travel news
- Videos of the month
- Digital photo galleries along with articles

Online ads are due the Sunday before the start of the run.



# Editorial Calendar

We are offering 3 special packages:  
Staycation, Alcohol, and Shop Local

## *Staycation*

Two publications:

- Staycation Guide  
Fall  
(Oct. 26)
- Staycation Guide  
Spring  
(Feb. 2020)

## *Alcohol*

Three publications:

- Mixology  
(Dec. 14)
- Wine  
(June 2020)
- Beer  
(March 2020)

## *Shop Local*

4 publications:

- Back to School  
(Aug. 3)
- Shop Local  
(Nov. 23)
- Family-Owned Bussiness  
(Jan. 2020)
- Salute to Unsung Heroes  
(May 2020)

# Our Pricing

## Online

weekly à la carte pricing

Email Blast (Monday)	\$65
Email Blast (Friday)	\$45
Both	\$100
Social Media Mentions	
• Facebook	\$75
• Twitter	\$45
• Instagram	\$45
• All platforms	\$107
Website box ad	\$49
Package Deal	
• Weekly	\$185
• Monthly	\$650

## In print

per insertion price

Size	Black & White Price	Color Price
Business Card	\$65	\$95
1/8 pg	\$265	\$375
1/6 pg	\$345	\$485
1/4 pg	\$525	\$745
1/3 pg	\$695	\$975
1/2 pg	\$1,035	\$1,465
2/3 pg	\$1,385	\$1,955
3/4 pg	\$1,565	\$2,210
1 full pg	\$2,075	\$2,930

## Dollar Volume Discounts

0	\$1-499
5%	\$500-999
10%	\$1000-1499
15%	\$1500-2499
20%	\$2500-3999
25%	\$4000-5499
30%	\$5500-7499
32%	\$7500-8499
34%	\$8500-9499
36%	\$9500-10499
38%	\$10500-11499
40%	\$11500-

Non profits receive an automatic 35% discount

Dollar volume discounts are based on the total amount spent.