

About Rambler Newspapers

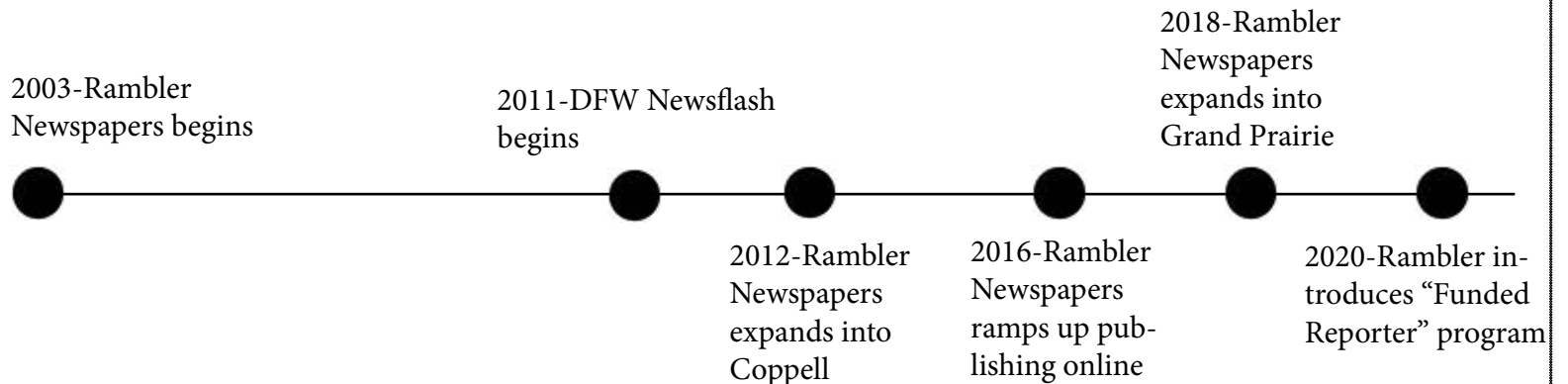
Rambler Newspapers is an award-winning independent news organization headquartered in Irving, TX.

Our team focus on hyperlocal coverage of Irving, Grand Prairie and Coppell. Rambler Newspapers is a daily digital news service 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.



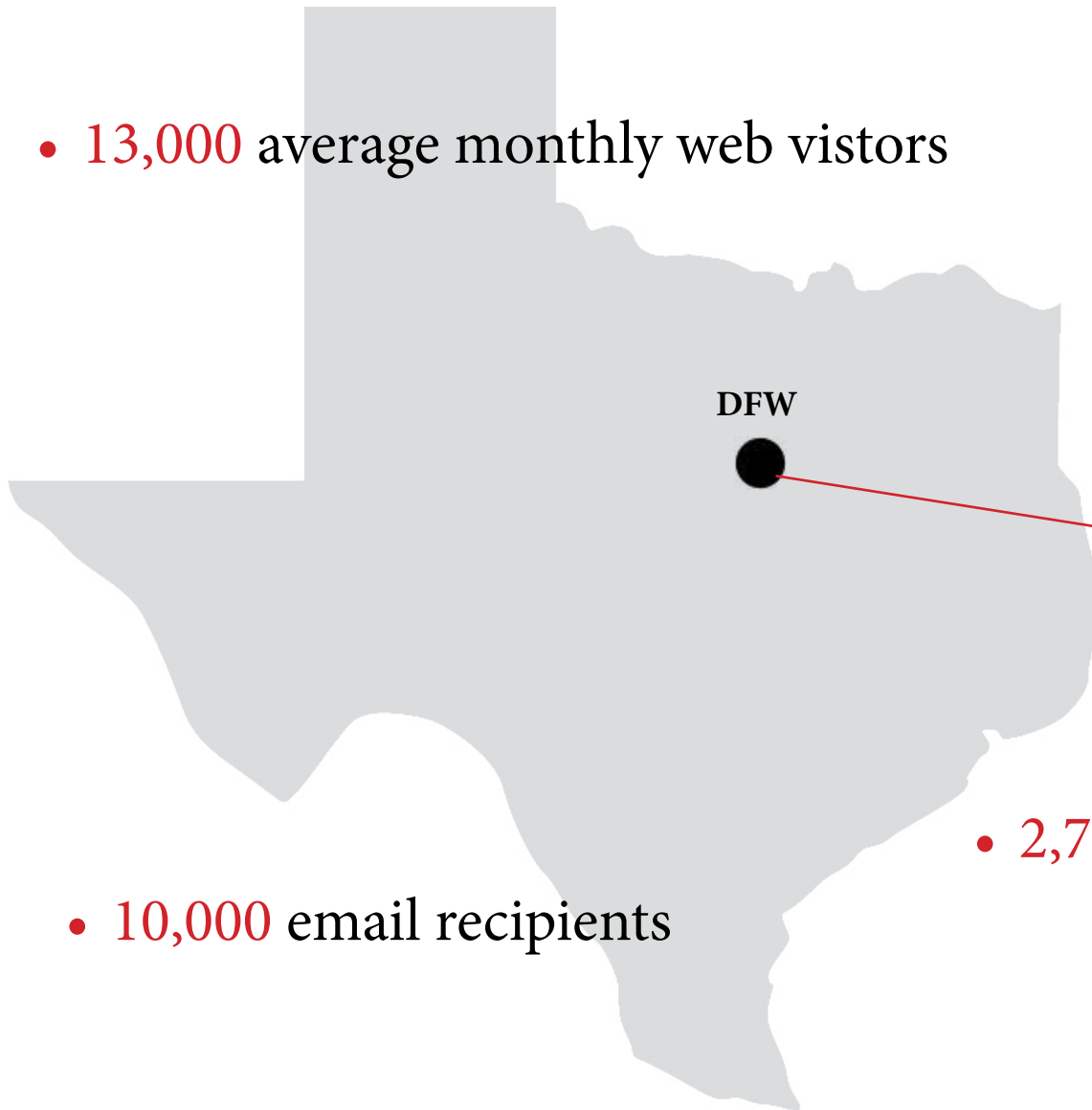
OUR MILESTONES



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

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, Coppell 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 weekdays 24 hours before the start of the run.

DFWNEWSFLASH

DFW Newsflash is an 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

2 publications:

- Staycation Guide
Spring
(Feb. 29)
- Staycation Guide
Fall
(Oct. 24)

Alcohol

3 publications:

- Beer
(April 25)
- Wine
(June 27)
- Mixology
(Dec. 5)

Shop Local

4 publications:

- Readers Choice
(March. 28)
- Salute to Unsung Heroes
(May 23)
- Back to School
(Aug. 8)
- Shop Local
(Nov. 21)

Vision Statement

As coverage by regional newspapers continues to shrink, fewer people are able to pay attention to the actions of the city council, the success of local schools, or issues of everyday interest and importance to our community. If we do not continue to report the news, the only news available will be a mix of niche online websites and postings by individuals each offering little substantive coverage often with bias or incorrect information. In short, our community's news will be under-reported or not reported, and the information that is reported may come from less than reputable sources.

For the past 17 years we have been a dedicated local news organization, reporting on important issues so citizens can make informed decisions about their community and hold their local government accountable.

Ultimately, it does not matter whether the local news is delivered through a paper product or digitally. The loss of local responsible coverage not only affects the way residents see the community, but how perspective businesses and people outside the city view the community.

Your investment through advertising or partnership will provide the community with access to the news while informing the readers that you are here for them.

Funded Reporting

- Funded Reporting provides an opportunity for corporations to create visible marketplace exposure, greater community involvement, and strong brand awareness.
- Funded reporting is used to pay for independent coverage of topics that advertising currently does not support. There are four categories of Funded Reporting for the Rambler and four categories for the DFW NewsFlash. The money raised through funding agreements will be used to provide monies for dedicated reporters and the other costs required in covering and reporting on these categories. There will be a reporter dedicated to each category.
- Each category has a goal of \$80,000.
- When we reach the half-way mark on the funding of a category there will be a weekly email blast spinoff dedicated to that category.
- Rambler Newspapers has adopted Guiding principles for newsrooms receiving funding created by the American Press Institute. Guidelines attached.

Rambler

- Governmental
- Health & Medical
- Hospitality & Entertainment
- Non-profit & Lifestyle

DFW NewsFlash

- Governmental
- Commercial and Civil Aviation
- Unmanned Aircraft
- Trains & Automotive

Investment

In print

4,000 in reach

per insertion price

Size	Black & White	Color
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

Online

26,000 in reach

- Weekly \$ 185
- Monthly \$ 650

Email Blast Monday & Friday
Social Media Mentions • Facebook • Instagram • Twitter • All platforms
Website box ad

Dollar Volume

Discounts

Dollar volume discounts are based on the total amount spent.

0	\$ 0-3999
5%	\$4000-6499
10%	\$6500-8999
15%	\$9000-12499
18%	\$12500-

Non profits receive an automatic 18% discount

Funding Opportunities

Partnership Benefits

Funded Reporting provides opportunities for corporations to create visible marketplace exposure, greater community involvement, and strong brand awareness

Friends of Journalists Partner
\$6,000 (\$500 per month)*

Promoters of Journalism Partner
\$9,000 (\$750 per month)*

Leaders of Journalism Partner
\$12,000 (\$1,000 per month)*

*Not qualified for dollar volume discounts