



# SPOTLIGHT MEDIA



South Side Spotlight is a community information source covering local news, views and voices of the people who live on the south side of Houston. Spotlight publishes informative, positive stories in the following forms of media:

- » 12–16 pg monthly print newspaper
- » Website
- » Social media (Twitter and Facebook)

## Editorial Content

- Hyper-local News
- Opinion
- Food & Health
- Beauty & Style
- Sports
- Money
- Education
- Parenting
- Faith
- Entertainment

## Readership

PRINT RUN	PASS-ALONG FACTOR	TOTAL MONTHLY READERSHIP
10,000	3	30,000

### READERSHIP DEMOGRAPHICS

POPULATION	AVERAGE INCOME	% HOME OWNERS
222,919	\$35,167	42%

### MARKET GEOGRAPHY

Third Ward	Southeast Houston
Fifth Ward	Southwest Houston

## Distribution

Spotlight distributes 10,000 copies of its print publication for free in retail and business locations throughout the served market area. These include but are not limited to:

### PRIMARY POINTS OF DISTRIBUTION

Pharmacies	Gas Stations
Convenience Stores	Churches

### SECONDARY POINTS OF DISTRIBUTION

Retailers	Barber Shops
Banks	Accountants & Lawyers
Child Care Centers & Nursing Homes	Doctors & Dentists
Beauty Salons &	Dry Cleaners



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## 2013-14 Rate Card

### PRINT ADVERTISING OPPORTUNITIES



#### Display Advertising

Gain awareness for your product or service, or target customers closest to where you do business. *Spotlight* can deliver the valuable foot-traffic you need. And with the lowest cost per impression, print display advertising can generate significant return on your marketing dollars spent.

AD SIZE	DIMENSIONS (V)	DIMENSIONS (H)	1 INSERTION	2-6 INSERTIONS	6-12 INSERTIONS	ISSUE DATE	ADS + PAYMENT DUE BY
Full Page	10 x 16 in.	—	\$1,300	\$1,235	\$1,170	Nov 2013	Oct 15
Half Page	5 x 16 in.	10 x 8 in.	700	665	630	Dec 2013	Nov 15
Quarter Page	5 x 8 in.	10 x 4 in.	400	361	342	Jan 2014	Dec 15
Eighth Page	5 x 4 in.	10 x 2 in.	225	209	198	Feb 2014	Jan 15
Sixteenth Page	2.5 x 4 in.	5 x 2 in.	135	124	117	Mar 2014	Feb 15
Business Directory	1.9 x 2.5	—	75	70	65	Apr 2014	Mar 15
Cover Banner	—	10 x 2 in.	600	570	540	May 2014	Apr 15
						Jun 2014	May 15
						Jul 2014	Jun 15
						Aug 2014	Jul 15

#### ACCEPTED FILE FORMATS



300dpi/ppi at 100%, grayscale or 4c process (CMYK).

#### Sponsored Content

Improve your professional reputation and build trust by contributing fresh stories related to your expertise. Our editorial staff can even help you write your article.

Authored by  
editorial staff

\$1/word

Authored by  
advertiser

\$0.6/word

To inquire about advertising with Spotlight Media, contact ad sales:



713-298-4245



[sales@spotlighthou.com](mailto:sales@spotlighthou.com)



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