

# MEDIA KIT 2019



## THE LEADER.

P.O. Box 924487 • Houston, TX 77292-4487 | 2020 North Loop West, Suite 220, Houston, TX 77018  
 (713) 686-8494 • [www.theleadernews.com](http://www.theleadernews.com) • (713) 371-3980 (fax)

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

**Publishes Every Saturday**

Advertising Deadlines - Every Tuesday at Noon



### 30,500 WEEKLY DISTRIBUTION

	Total	Home Delivery
77008:	10,850	10,200
77009:	2,850	2,750
77018:	11,550	10,850
77091:	1,600	1,350
77092:	3,650	3,150



Ask about advertising in our sister Greensheet publications

# RETAIL

*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"

# CLASSIFIEDS

## Contract rates

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

Full Page Height = 21"

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

Ad height can be any select height in increments of half inches up to the full height of 21"

# 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**



# 2019

**THE LEADER.**

## Special Promotions Calendar

### 2019 Special

### Ad Deadline [12 Noon]

### Publication Date

Summer Camp Spotlight #1 .....	Feb. 5 .....	Feb. 9
Rodeo Roundup .....	Feb. 19 .....	Feb. 23
Summer Camp Spotlight #2 .....	March 5 .....	March 9
Easter In Season .....	April 9 .....	April 13
Easter Church Services .....	April 16 .....	April 20
Mother's Day .....	May 7 .....	May 11
Women @ Work .....	May 7 .....	May 11
70 Days of Summer .....	May 28 .....	June 1
Reader's Choice .....	June 21 .....	June 29
65 Years of the Leader .....	July 16 .....	July 20
High School Football Kickoff.....	Aug. 13 .....	Aug. 17
Back to School Edition .....	Aug. 20 .....	Aug. 24
Senior Living .....	Sept. 10 .....	Sept. 14
The Guide .....	Oct. 23 .....	Nov. 2
Santa Stops Here #1 .....	Nov. 19 .....	Nov. 23
Thanksgiving Insert Promotion .....	Nov. 12 .....	Nov. 30
Santa Stops Here #2 .....	Dec. 2 .....	Dec. 7
A to Z .....	Dec.10 .....	Dec. 14
Last Minute Gift Guide.....	Dec. 17 .....	Dec. 21
Holiday Worship .....	Nov. 26 .....	Nov. 30
Holiday Worship .....	Dec. 3 .....	Dec. 7
Holiday Worship .....	Dec. 10 .....	Dec. 14
Holiday Worship .....	Dec. 17 .....	Dec. 21
Honor Roll .....	Dec. 24 .....	Jan. 4

# COUPONS

1 time.....	\$105/per week
13 times .....	\$95*
26 times .....	\$85*
52 times .....	\$70*

\* must run consecutive weeks

# 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

## 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