



SOME GOOD NEWS FOR A CHANGE

Alexandria Cupcake

1020

1022

The ZEBRA MAGAZINE

(703) 224-8911

2800 Eisenhower Avenue, Suite 220 • Alexandria, VA 22314

thezebrapress.com



“ ”

PEOPLE DON'T
JUST READ THIS
MAGAZINE – THEY
PORE OVER IT,
READING THE ADS
AS CLOSELY AS THEY
DO THE ARTICLES.

– Ray Greenstreet, Greenstreet Gardens



WE'RE READ ALL OVER

READER PROFILE

Men and women between the ages of 35 and 65+ with a median household income of \$120 - 180k+, 85% are college-educated

MAGAZINE PROFILE

30,000 copies printed monthly, 66,000+ readers, 80% Larger than other area publications (larger, clearer ads = higher visibility)

TARGET AUDIENCE

Middle aged professionals who own their own homes and have portfolios in excess of \$1.5 million inside the following zip codes: 22301, 22302, 22304, 22306, 22307, 22314

UNIQUE CONTENT

Zebra publishes ONLY GOOD NEWS in a format that has been called "readable art."

RATES

Affordable, competitive pricing with frequency and non-profit discounts.

WIN-WIN!

You invest in us and we invest in you. LOYAL READERS and LOYAL ADVERTISERS surrounded with strong journalistic content telling your stories – both business and personal.

SOCIAL MEDIA

More followers than any other local publication – your message conveys in our print and social media platforms.





CIRCULATION

ZEBRA | Media Kit 1/2020

HOW ZEBRA STACKS UP COMPARED TO OTHER LOCAL PUBLICATIONS

30,000



ZEBRA

18,000



ALEXANDRIA TIMES

12,000



ALEXANDRIA GAZETTE

11,000



OLD TOWN CRIER

More copies than any other Northern Virginia community news product
Friendly and fun editorial, longer shelf life, consistent and affordable pricing.

CONTACT US TODAY FOR YOUR MARKETING CONSULTATION

703-224-8911 | sales@thezebra.org



DISTRIBUTION

ZEBRA ADVERTISER LOCATIONS

ARLINGTON 22204

Celtic House 2500 Columbia Pike

ARLINGTON 22206

Arlington Diner 2921 S Glebe Rd

SHIRLINGTON 22206

Busboys & Poets 4251 S Glebe Rd
Capitol City Brewing 4001 Campbell Ave
Cheesetique 4056 Campbell Ave
Copperwood Tavern 4021 Campbell Ave
Harris Teeter 2900 S Quincy St
Osteria de Nino 2800 S Randolph St
Samuel Beckett's Irish Pub 2770 S Arlington Mill Dr
Shirlington Animal Hospital 2774 S Arlington Mill Dr
Subway 2400 Russell Rd

ALEXANDRIA 22301

Alexandria Country Day School 2400 Russell Rd
Birchmere 3701 Mt. Vernon Ave
Del Ray Café 205 E Howell
Fireflies 1501 Mt. Vernon Ave
Four Directions Wellness 2001 Mt. Vernon ave
GreenSt Gardens 1503 Mt. Vernon Ave
Happy Tart 2307-A Mt. Vernon Ave
Holy Cow 2312 Mt. Vernon Ave
Junction Bakery and Bistro 1508 Mt. Vernon Ave
Kesterson Plumbing 1809 Mt. Vernon Ave
Lena's Wood-Fired Pizza & Tap 401 E Braddock Rd
Los Tios 2615 Mt. Vernon Ave
Pork Barrel BBQ 2312 Mt. Vernon Ave
R & B Heat and Air 1710 Mt. Vernon Ave
Stomping Ground 2309 Mt. Vernon Ave
Yates Automotive 317 E Braddock Rd
Yates Dry Cleaners 407 E Braddock Rd
Yates 7-Eleven 421 E Braddock Rd

ALEXANDRIA 22302

Affordable Signs 2100 Jefferson Davis Hwy
Green Street Gardens 1721 W Braddock Rd
Ramparts 1700 Fern
St. Stephens & St. Agnes School 400 Fontaine St

ALEXANDRIA 22304

City Kitchen 330 S Pickett
Harris Teeter 4641 Duke St
Intelligent Office 2331 Mill Rd #100

Shooter McGee's 5239 Duke St
St. Stephens & St. Agnes School 1000 St. Stephen's Rd
St. Stephens & St. Agnes School 4401 Braddock Rd
Subway 3227 Duke St
Tempo 4231 Duke St
Vola Lawson Animal Shelter 4101 Eisenhower Ave
Wild Bird Store 3216 Duke St
Whole Dogz 4728 Eisenhower Ave
Yves Bistro 235 Swamp Fox Rd

ALEXANDRIA 22305

StS Market and Café 3108 Mt. Vernon Ave

ALEXANDRIA 22314

219 Restaurant 219 King St
Alexandria Black History Museum 902 Wythe St
Alexandria Chamber of Commerce 2834 Duke St
Alexandria City Hall 301 King St
Bishop Ireton School 201 Cambridge Rd
DASH Bus 3000 Business Center Dr
Fontaine Caffè 119 S Royal
FORBZ Real Estate 1940 Duke St 2nd Floor
Gadsby's 138 N Royal St
Hairy Situations/Hairy Solutions 1561 Potomac Greens Dr
Harris Teeter 735 N St. Asaph St
King St Cats 25 Dove St
La Bergerie 218 N Lee
Lamplighter 1207 King St
LaPorta 1600 Duke St
Le Refuge Restaurant 127c N Washington St
Little Theatre 600 Wolfe St
Lost Dog Café 808 N Henry St
Majestic Café 911 King St
Minuteman Press 1429A Duke St
O'Connells 112 King St
Rock It Grill 1319 King St
Southside 815 815 S Washington
Sugar Shack 804 N Henry St
Ten Thousand Villages 915 King St
The Carlyle Club 2050 Ballenger Ave
Theisman's 1800 Diagonal Rd
TJ Stone's 608 Montgomery
Todd Healy 130 S Royal St
Trattoria da Franco 305 S Washington
Virtue Feed and Grain 160 S Union
Weichert Realtors 121 N Pitt St

ALEXANDRIA 22315

BP 6700 S Van Dorn St
Sunoco 5800 Kingstowne Center
Yates Express Lube 800 Kingstowne Center

NEWSPAPER BOXES PICKUP LOCATIONS

SHIRLINGTON 22206

Shirlington Post Office

ALEXANDRIA 22301

Mount Vernon Ave Pat Miller Parking Lot
Mount Vernon Ave Human Services Building

ALEXANDRIA 22302

Bradlee Shopping Starbucks
Center Quaker Lane CVS
Park Fairfax Bus Stops

ALEXANDRIA 22304

Eisenhower Ave Extended Stay Merica Hotel
Eisenhower Ave Courtyard Marriot
Eisenhower Ave Across From Stratford University
John Carlyle St Starbucks
Fox Chase Shopping Center Foxchase

ALEXANDRIA 22306

Belle View Belle View Shopping Center

ALEXANDRIA 22308

Fort Hunt Road Hollin Hall Shopping Center

ALEXANDRIA 22314

South Washington CVS
St 130 South Royal Todd Healy/Gallery Lafayette
Wythe St Post Office
2311 Mount Vernon Ave Oxford St Bust Stop
Mount Vernon Ave Stuart Intersection
South Washington St Firehook Bakery
201 Union St Torpedo Factory Entrance
200 King St Visitors Center
500 King St Courthouse
Washington St Intersection with King
1700 King St Hilton
Alfred St Intersection with King



THE DETAILS

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MAGAZINE IMAGE SIZE: 8.375" x 10.875"

PRINTING PROCESS: Offset / Matte

LINE SCREEN: 100

SAFETY MARGINS: (Distance copy can be placed from image edge) Allow 1/4" from edges except for gutter spreads, which require 5/8" safety from side trim, and 1/8" gutter safety.

IMAGE RESOLUTION: Images should be provided at 200 dots per inch (DPI) to ensure quality reproduction. Web images are usually too low resolution to be acceptable.

GENERAL AD CONSTRUCTION: Please build ads to finished size and supply 2 page spreads as a single file.

FILE FORMATS/GRAPHICS: We use the latest versions of the Adobe Creative Suite, including InDesign, Illustrator and Acrobat. Sorry, we cannot accept created in Microsoft Publisher. If sending camera-ready art, please prepare your art as a high resolution PDF file to avoid conflicts with software versions or fonts. Please set all color profiles to CMYK (using SWOP print specifications) to ensure image quality and color reproduction.





RATES AND DATA PRINT RATES

ALEXANDRIA (30,000 CIRCULATION)

Size	1x	4x	6x	12x
Full	\$2,904	2,614	2,468	2,178
Half	1,645	1,480	1,398	1,231
Quarter	914	823	777	685
Eighth	508	457	432	381
Business Card	225	202	191	165

AD SPECIFICATIONS

Size	Specifications
Full	9.5" x 15.5"
Half	9.5" x 7.625"
Quarter Vertical	3.67" x 10"
Quarter Square	5.6" x 6.5"
Eighth Horizontal	5.6" x 3.29"
Eighth Vertical	3.67" x 5"
Business Card	3.67" x 2.5"

PREMIUM POSITIONS

CENTERSPREAD

This double-wide, two-page ad space is a seamless 20"x15.25", which must be reserved in advance, and is sold (when available) for a \$395 net premium position charge in addition to regular ad space fees.

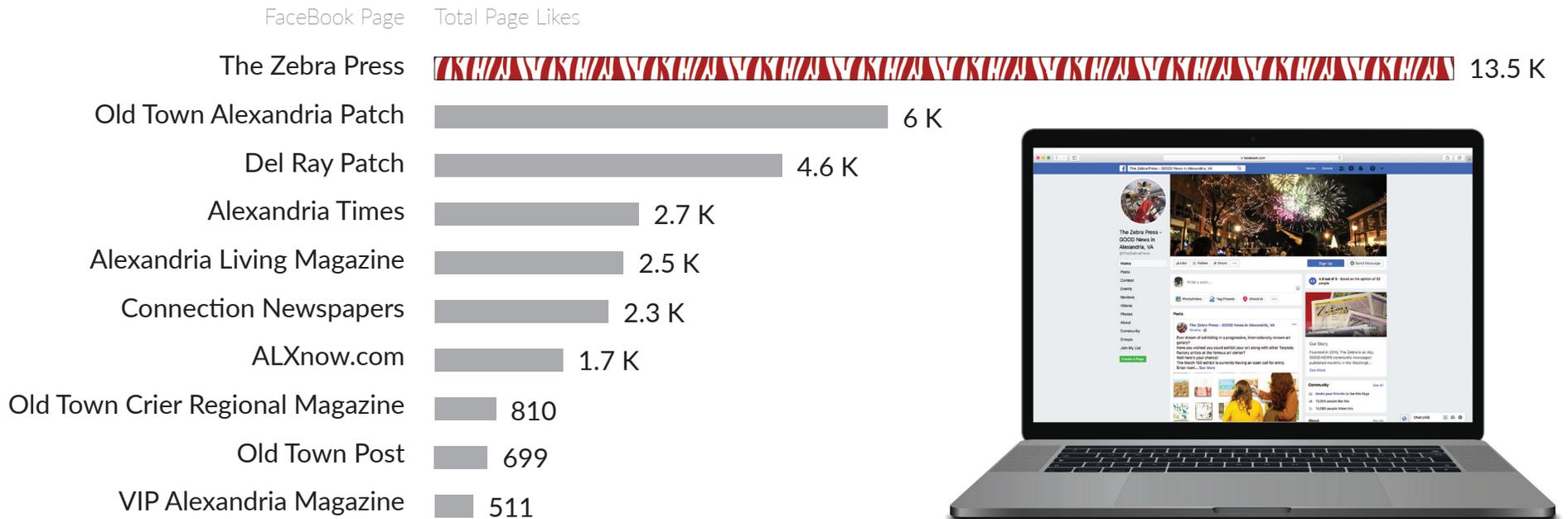
INSIDE FRONT/INSIDE BACK COVER

These pages must be reserved in advance, and are each sold (when available) for a \$195 net premium position charge in addition to regular space fees. Back Cover This page must be reserved in advance, and is sold (when available) for a \$295 net premium position charge in addition to regular ad space fees.





IN SOCIAL, THE ZEBRA LEADS THE PACK!



Compare the performance of The Zebra's with the postings of similar sites on FaceBook.

CONTACT US TODAY TO MAKE YOUR BUSINESS A PACK LEADER

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RATES AND DATA DIGITAL OPTIONS

WEBSITE ADS

Type	Size (in pixels)	Price per mo.
Large rectangle	336 x 280	\$314
Medium rectangle	300 x 250	\$266
Small rectangle	180 x 150	\$90
Large leaderboard	970 x 90	\$299
Regular leaderboard	728 x 90	\$218
Wide skyscraper	160 x 600	\$320
Regular skyscraper	120 x 600	\$240
Mobile banner	320 x 50	\$90

FREQUENCY DISCOUNTS FOR WEB RATES:

4 months, 10% off • 6 months, 15% off • 12 months • 25% off

E-NEWSLETTER BANNER ADS

Mondays - Z-Newsletter	600 x 200	\$100/week
Thursdays - Zweekender	600 x 200	\$100/week
Fridays - ZCoupons	600 x 200	\$100/week

SOCIAL MEDIA PLACEMENTS

Facebook, Instagram or Twitter \$50/week for each.

FREQUENCY DISCOUNTS FOR EMAIL AND SOCIAL MEDIA ADS:

4X, 10% OFF • 6X, 15% OFF • 26X, 20% OFF • 52X, 25% OFF





CONTENT ADVERTISING

ZEBRA | Media Kit 1/2020

Fuel Your Brand with Content Marketing

Reach Alexandria's largest audience by letting us tell your story.

Original feature stories included with contract advertisers*

\$500 fee to have Zebra conduct interview and write 3-500 word story with photo/s. (posting fee, e-newsletter and social media shares included).

Client Provided Content:

\$225 Posting fee for client-provided content, publisher-approved.

Story stays on home page 24-48 hours and is on website in perpetuity. (Includes one photo, additional charges of \$10.00 per additional photo and \$.015 a word over 300 words)

ADD-ONS:

\$100 to have story appear in one Zebra e-newsletter.

\$100 to have story posted on all Zebra social media platforms.

\$150 fee for Press Release conversion for use in other publications.

**Print clients that spend more than \$2500 automatically qualify for a half page feature story with photo.*

PRINT

Content Advertising in Zebra print issues must be purchased on a space basis and is approved on case by case basis by publisher.





VIDEO SERVICES

Event videography with host and post-production. Post-event edited copy provided for client promotional purposes now available.

PROMO segment **\$1500**
Professional 3-minute promo for you or your company.

VIDEO PODCAST **\$1500-2500**
One on one interview in studio ranging from 15 mins to 30 mins.

**ON-SITE EVENT
LIVE STREAMING** Pricing Varies



HUNGRY FOR MORE?

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Contact us today hear how we
can share your good news.

Mary Wadland, Publisher
703-919-7533
mary@thezebrapress.com • thezebrapress.com

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