Good news for Alexandria.

ZEBRA MEDIA SOLUTIONS
(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
Zebra was founded to be a media horse of a different stripe — one that shares only good news about the people, businesses, in and around Alexandria.

We believe in our mission of good news and are teammates and cheerleaders for our advertisers, community, and friends. The Zebra has a responsibility to our readers. We always want them to have the best experience whether attending an event, eating in a recommended restaurant, or reading a story about a valued member of our community. Our advertisers and readers tell our story better than we can.

—Mary Wadland, Publisher and Founder
If you want to get noticed, make sure you get your name or your business mentioned in The Zebra.

—Mary Ehlers, The Nugget
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
20,000 all-color print copies hand-delivered to over 400 high-traffic destinations, area shops, and restaurants, as well as U.S. Mail subscribers. Combined readership per issue is now over 150,000 a month between digital and print. 80% larger than other area publications (bigger, 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, 22305, 22314, 22311, 22321, 22306, 22307, 22308, 22309, 22206 and more

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.
Zebra is where I get the most bang for my buck. Always have.

— Todd Healy, Alexandria artist
Get social.

Let us help increase your social media reach by developing a social media strategy for your business.

SOCIAL MEDIA
Zebra Media has more followers than any other local source — your message conveys in our print and social media platforms.

BUILD YOUR BRAND
Social media makes it easy to improve brand awareness and build identity, it gives your business a human voice people can relate to.

MANAGE YOUR REPUTATION
Online reputation is critical to your marketing strategy.

CUSTOMER INSIGHTS
Zebra Media provides customer insight data that can help drive your media campaigns, helping amplify your brand to become more relevant to your customers.

PROMOTE YOUR CONTENT
This will help increase your SEO to attack new customers and increase awareness of what you have to offer.

ENGAGEMENT
Social media helps keeps your customers engaged and in the minds of your customers. This will help increase customer loyalty and repeat business.

INCREASE TRAFFIC
If you are active on Social Media this will help increase traffic to your website, to your stores and increase sales.
Serving our community.

The pandemic hurt every business in the metropolitan Washington area. We knew we could help. We started two Facebook groups, Alexandria Curbside Dining (now Alexandria Dining — Curbside, Inside, and More) and Alexandria Small Businesses — SHOP LOCAL. The sites allowed local restaurants and businesses to post their status on availability of their goods and services. It gave people an opportunity to find out what was available to them as businesses were allowed to reopen according to pandemic rules. As the rules changed, our platform adapted to meet those changes. ‘Curbside’ grew to over 12,000 members in the first six months. The two Facebook groups now have over 25k followers.
The papers fly off the shelves—I finally got my own subscription so I'd never miss an issue!

— Rita Beemer, Where Is Rita from?
Details, details.

MAGAZINE IMAGE SIZE: 8.375" x 10.875"

PRINTING PROCESS: Offset / Matte

LINE SCREEN: 100

SAFTEY 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 CONTRUCTION: 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.
**2023 DEADLINES**

*We publish on the first Monday of every month with the exception of our Jan/Feb Annual "Double Issue" revealing the "Best in Alexandria"*

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan/Feb Double Issue</td>
<td>February 24</td>
</tr>
<tr>
<td>Feb 6</td>
<td>January 20</td>
</tr>
<tr>
<td>March 6</td>
<td>March 24</td>
</tr>
<tr>
<td>April 3</td>
<td>April 21</td>
</tr>
<tr>
<td>May 1</td>
<td>May 26</td>
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<td>June 5</td>
<td>June 23</td>
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<td>July 3</td>
<td>July 28</td>
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<td>August 7</td>
<td>August 25</td>
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<td>September 4</td>
<td>September 22</td>
</tr>
<tr>
<td>October 2</td>
<td>October 27</td>
</tr>
<tr>
<td>November 6</td>
<td>November 17</td>
</tr>
</tbody>
</table>

**DISTRIBUTION**

20,000 copies hand delivered to single family homes and businesses, racks, boxes and high-traffic areas in Alexandria and surrounding communities

**ZIP CODE COVERAGE**

22301, 22302, 22303, 22304, 22305, 22314, 22311, 22321, 22326, 22307, 22308, 22309, 22206 and more

Specific neighborhoods and subdivisions available upon request Additional circulation may be purchased and distributed on a case-by-case basis.

**YOU CAN’T AFFORD NOT TO ADVERTISE IN THE ZEBRA**

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**AD SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Size</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full</td>
<td>9.5” x 15.5”</td>
</tr>
<tr>
<td>Half</td>
<td>9.5” x 7.625”</td>
</tr>
<tr>
<td>Quarter Vertical</td>
<td>3.67” x 10”</td>
</tr>
<tr>
<td>Quarter Square</td>
<td>5.6” x 6.5”</td>
</tr>
<tr>
<td>Eighth Horizontal</td>
<td>5.6” x 3.29”</td>
</tr>
<tr>
<td>Eighth Vertical</td>
<td>3.67” x 5”</td>
</tr>
</tbody>
</table>

**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.

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**PRINT RATES**

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>4x</th>
<th>6x</th>
<th>12x</th>
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</thead>
<tbody>
<tr>
<td>Full</td>
<td>$2,904</td>
<td>$2,614</td>
<td>$2,468</td>
<td>$2,178</td>
</tr>
<tr>
<td>Half</td>
<td>$1,645</td>
<td>$1,480</td>
<td>$1,398</td>
<td>$1,234</td>
</tr>
<tr>
<td>Quarter</td>
<td>$914</td>
<td>$823</td>
<td>$777</td>
<td>$685</td>
</tr>
<tr>
<td>Eighth</td>
<td>$508</td>
<td>$457</td>
<td>$432</td>
<td>$381</td>
</tr>
<tr>
<td>Business Card</td>
<td>$225</td>
<td>$202</td>
<td>$191</td>
<td>$165</td>
</tr>
</tbody>
</table>

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**PREFERRED PRINT FILE FORMAT**

High resolution PDF files preferred, with all fonts and images embedded. Tifs and jogs are also accepted at 300dpi and saved as CMYK if ad is 4-color.

Black and white ads should not have any color elements. Photos included in the B&W ads should be greyscale.

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**COLUMN MEASUREMENTS**

1 column = 1.75”
2 columns = 3.67”
3 columns = 5.59”
4 columns = 7.5”
5 columns = 9.5”
ROP column inch rate $55.80
ZEBRA 2022-2023
DIGITAL ADVERTISING

DIGITAL MENU
Innovation on social is no longer optional. It’s expected by customers.

<table>
<thead>
<tr>
<th>Website Ads</th>
<th>Rate</th>
<th>Size (pixels)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Rectangle</td>
<td>$90/month</td>
<td>180 x 150</td>
</tr>
<tr>
<td>Regular Leaderboard</td>
<td>$218/month</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Large Leaderboard</td>
<td>$299/month</td>
<td>970 x 90</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>$266/month</td>
<td>300 x 250</td>
</tr>
<tr>
<td>Large Rectangle</td>
<td>$314/month</td>
<td>336 x 280</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$240/month</td>
<td>120 x 600</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>$320/month</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Mobile Banner</td>
<td>$90/month</td>
<td>320 x 50</td>
</tr>
</tbody>
</table>

Frequency discounts apply for website ads:
- 4x - 10% less per month
- 6x - 15% less per month
- 12x - 25% less per month

E-Newsletters
Custom e-blast to all subscribers: $500
Newsletter Banner ads $100/week per newsletter 600 pixels x 200 pixels
Placement can be Monday or Thursday Z-Newsletter or Friday Z-DISH

Social Media Placements
- $50 per post Facebook 1200 pixels square
- $50 per post Instagram 1200 pixels square
- $50 per post Twitter 1200 pixels x 675

Ask your rep about frequency discounts and multi-media package rates!

Press Release Services Available Starting at $150.00

IN SOCIAL MEDIA, THE ZEBRA LEADS THE PACK!

Facebook Page | Total Page Followers
---|---
The Zebra Press | 7.5 K
Old Town Patch | 5.5 K
ALX Now | 5.2 K
Del Ray Patch | 5.0 K
Alexandria Living | 4.9 K
Alexandria Times | 3.5 K
VIP Alexandria | 24 K

BONUS! IN ADDITION TO THE ABOVE, OUR COMMUNITY RESTAURANT AND RETAIL FACEBOOK GROUPS HAVE OVER 25,000 ENGAGED MEMBERS!

ASK YOUR REP ABOUT OUR CONTENT MARKETING!

CONTACT US TODAY!
703-224-8911
sales@thezebrapress.com
2800 Eisenhower Ave. Suite 220
Alexandria, VA 22314
Ready to dig in?

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

Mary Wadland, Publisher
703-224-8911
mary@thezebrapress.com • thezebrapress.com