



ZEBRA 2024

PRINT ADVERTISING

Print Rates	1x	4x	6x	12x
Full	\$2,904	\$2,614	\$2,468	\$2,178
Half	\$1,645	\$1,480	\$1,398	\$1,234
Quarter	\$914	\$823	\$777	\$685
Eighth	\$508	\$457	\$432	\$381
Business Card	\$225	\$202	\$191	\$165

Contract discounts shown above:

4x - 10% off each insertion

6x - 15% off each insertion

12x - 25% off each insertion

Preferred Print File Format

High resolution PDF files preferred, with all fonts and images embedded.

Tifs and jpgs 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 grayscale

Full Page
(9.5" x 15.5")

Half Page Horizontal
(9.5" x 7.625")

Business Card
(3.67" x 2")

Sponsorship Banner
(9.5" x 2")

Quarter Page Vertical
(3.67" x 10")

Quarter Page Square
(5.6" x 6.5")

Eighth Page Horizontal
(5.59" x 3.29")

Eighth Page Vertical
(3.67" x 5")

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

2024 Deadlines

Deadline	Print Date
January 19	February 4
February 16	March 4
March 22	April 1
April 19	May 6
May 17	June 3
June 1	July 1
July 19	August 5
August 16	September 2
September 20	October 7
October 18	November 4
November 15	December 2

DISTRIBUTION

25,000 copies hand delivered to single family homes and businesses, racks, boxes and high-traffic areas in

Alexandria Zip Codes

22301, 22302, 22304, 22305, 22314, 22311, 22321, 22306, 22307, 22308, 22309, 22206

READER PROFILE

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

ASK ABOUT OUR PACKAGE PRICING!



ZEBRA 2024 DIGITAL ADVERTISING

DIGITAL MENU

Innovation on social is no longer optional. It's expected by customers.

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

Frequency discounts apply for website ads.

4x - 10% less per month

6X - 15% less per month

12x - 25% less per month

E-Newsletter Banner ads

600 x 200 pixels \$100/week

Placement can be in Monday Z-Newsletter, Thursday Z-Weekender, or Friday Z-Coupons

Social Media Placements

\$50 week - Facebook

\$50 week - Instagram

\$50 week - Twitter

Frequency discounts apply for the email and social ads.

4x - 10% less per month

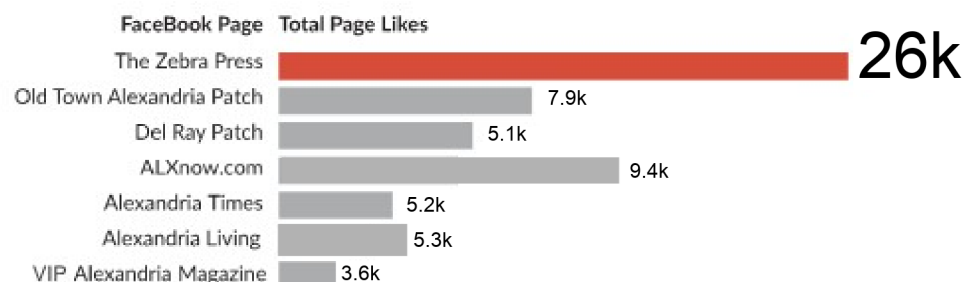
6X - 15% less per month

26x - 20% less per month

52x - 25% less per month



IN SOCIAL, THE ZEBRA LEADS THE PACK!



ASK ABOUT OUR RESTAURANT
and RETAIL FACEBOOK GROUPS --
OVER 25,000 ENGAGED MEMBERS!

ASK YOUR REP ABOUT OUR CONTENT MARKETING!

Zebra

CONTACT US TODAY !

703-224-8911 | sales@thezebrapress.com

2800 Eisenhower Avenue, Suite 220
Alexandria, VA 22314