



ZEBRA 2025 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 greyscale.

Full Page
(9.5" x 12.625")

Half Page Horizontal
(9.5" x 6.25")

Quarter Page Vertical
(3.7" x 9")

Quarter Page Square
(5.6" x 6.25")

Sponsorship Banner
(9.5" x 1.875")

Eighth Page Horizontal
(5.6" x 2.625")

Eighth Page Vertical
(3.7" x 4")

Business Card
(3.7" x 1.875")

Half Page Vertical
(5.6" x 10")

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

2025 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"

Publication Date	Deadline
April 7	March 21
May 5	April 18
June 2	May 16
July 7	June 19
August 4	July 17
September 1	August 15
October 6	September 18
November 3	October 17
December 1	November 14

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 2025 **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
Billboard	\$450/month	2000 x 500
Amazing Cube	\$350/month	SIX 600 x 60

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

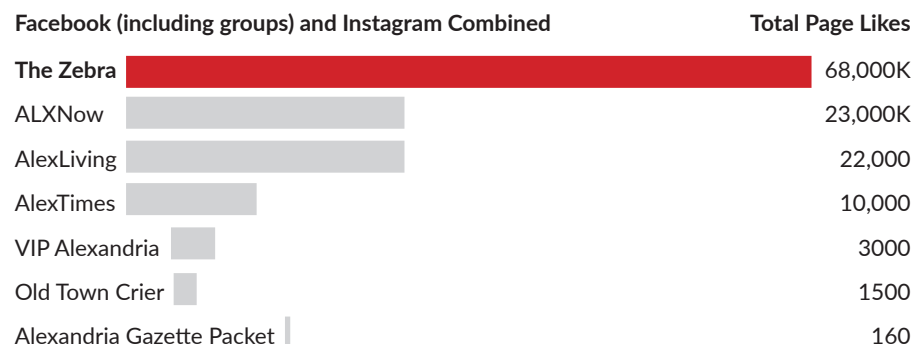
\$50 per post Twitter 1200 pixels x 675

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!



ACTUAL ISSUES PRINTED



The Zebra

25,000 monthly



Alex Times

15,000 weekly

Alexandria Living Magazine

10,000 6x/year

Alexandria Gazette Packet

5,000 24/year