



# ZEBRA 2026 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

## 2026 DEADLINES

We publish on the first Monday of every month.  
There is no January print edition.

Publication Date	Deadline
February 2	January 21
March 2	February 18
April 6	March 18
May 4	April 22
June 1	May 20
July 6	June 24
August 3	July 22
September 7	August 26
October 5	September 23
November 2	October 21
December 7	November 18

## 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 2026 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!

Facebook (including groups), X, Instagram and Threads Combined Total Page Followers

The Zebra	<div style="width: 85%;"></div>	85,000K
ALXNow	<div style="width: 48%;"></div>	42,000K
AlexLiving	<div style="width: 25%;"></div>	25,000
AlexTimes	<div style="width: 23%;"></div>	23,000
Old Town Crier		N/A*
Greet Magazine		N/A*
Alexandria Brief		N/A*
Alexandria Gazette Packet		N/A*

N/A\* Audited followers less than 3,000 total.

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