



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.

2026 DEADLINES

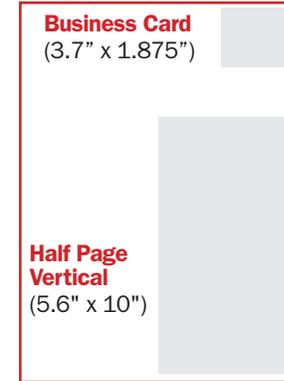
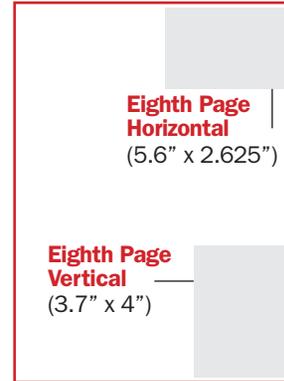
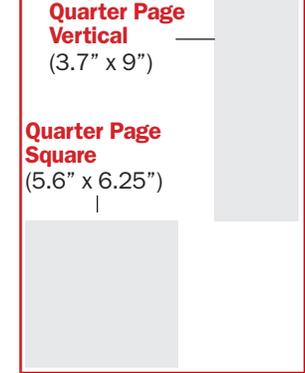
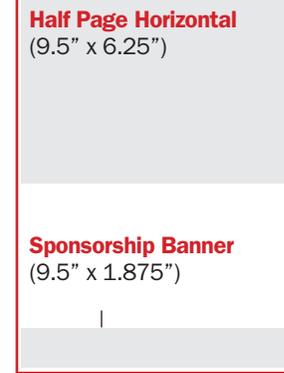
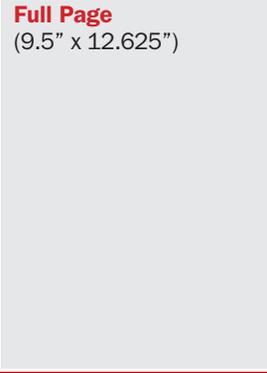
We publish on the first Monday of every month.
There is no January print edition.

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



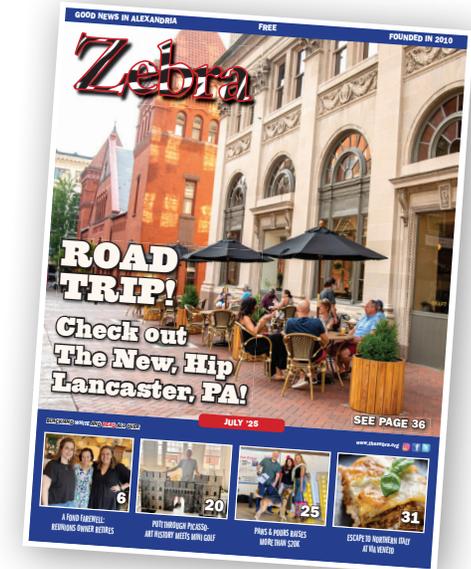
Column Measurements

- 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

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	600 x 600 (six images)

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 \$250.00



IN SOCIAL MEDIA, THE ZEBRA LEADS THE PACK!

Facebook (including groups), X, Instagram and Threads Combined	Total Page Followers
The Zebra	85,000K
ALXNow	42,000K
AlexLiving	25,000
AlexTimes	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