

Spring 2020



There's a spirit can never be old.

MAROON  WEEKLY

Media Kit

PRINT

ONLINE

MOBILE

MAROON WEEKLY

Maroon Weekly is the essential weekly print and daily online guide to making the most out of life in Bryan/College Station. Our audience relies on us to figure out where to go, what to do, and how to get the inside scoop on what's happening.

WE INVITE OUR READERS TO:

Listen - With the most current, informed, and comprehensive coverage of the region's music scene, featuring interviews and previews of the some best local, national, and international musicians.

Play - With the region's most diverse events, from 2-stepping to salsa dancing, from painting classes to world fairs—Maroon Weekly provides the most comprehensive events listing in the Brazos Valley.

Look - With the smartest criticism and reviews of film, theater, dance productions, and more—all compiled in an extensive guide which answers the "what, where, and when" unlike any other publication in the region.

Taste - With reviews of some of the region's most popular restaurants, bars, bakeries, desserteries, and more. Get the scoop on what and where to eat.

Think - With thought-provoking editorial and exclusive interviews with today's leading scholars, public figures, and celebrities. We engage our audience in the world around them with unique content each week.

Since its founding in 2004, Maroon Weekly has grown into a vibrant, loyal community of readers. Maroon Weekly has thousands of readers each week in print and online - and our audience continues to grow every week.



MAROON WEEKLY



Maroon Weekly is now offering all local businesses in Bryan-College Station affordable and effective advertising packages. For as low as \$150 a month, new packages include 20,000 print ads per month distributed to over 200 locations in BCS and 24-hour web marketing every day of the month.

Print Advertising

Each month, your ad is placed within 20,000 print issues that are delivered to over 200 locations every Wednesday. Maroon Weekly is currently experiencing the largest audience of print readership in 12 years of publishing. Readers turn to Maroon Weekly for the latest in arts and entertainment news, for exclusive interviews with today's biggest celebrities, and to discover what's happening in Bryan-College Station via our popular local events coverage.

Digital Advertising

All advertisers will be included in the Maroon Weekly digital edition. That means your ad will now reach an additional audience directly on their computers, smartphones, and tablets. Once your ad is embedded within the digital edition, it remains there and advertises your business 24 hours a day, every day of the week. All advertisers will now have access to our entire audience, across all mediums, for no additional cost.

Social Media Advertising

Once your advertisement is embedded within the digital edition, that issue is shared across our social networking platforms, reaching even more readers. Maroon Weekly shares all of its content on Facebook, Twitter, and Instagram every day of the week. That means your business receives even more exposure to an even larger audience, all included within your monthly package.

FREE Design Services

Don't have an ad designed? No problem. We include ad design in your monthly package. Get your ad customized by our skilled design staff for free!



MAROON WEEKLY

Maroon Weekly uses a controlled-circulation system with supervised distributors. This system insures that the papers, and your advertising message, reach our audience each week.

- Zone 1 - College Station 100 Racks**
- Zone 2 - Texas A&M Campus 50 Racks**
- Zone 3 - Northgate 15 Racks**
- Zone 4 - Blinn Campus 15 Racks**
- Zone 5 - Bryan 25 Racks**

Weekly Print Circulation 4,000

Weekly Online Impressions 85,000

Our controlled-circulation system utilizes locations such as:

- Libraries
- Coffee Shops
- Restaurants
- Nightclubs/Bars
- Hotels
- Retailers
- College Campuses
- Bookstores



MAROON WEEKLY

\$150 PER MONTH **1/16 PAGE**
Guarantees 4 weeks of print advertising

\$250 PER MONTH **1/12 PAGE**
Guarantees 4 weeks of print advertising

\$350 PER MONTH **1/8 PAGE**
Guarantees 4 weeks of print advertising

\$450 PER MONTH **1/6 PAGE**
Guarantees 4 weeks of print advertising

Contact Us:



sales@maroonweekly.com

1/12
Page
2.5 X 3.5

1/6 Page
5 X 3.5

1/8 Page vertical
2.5 X 5

1/16
Page
2.5 X 2.5

1/8 PAGE
HORIZONTAL
5 X 2.5

1/6 page: 5 X 3.5
1/8 page horizontal: 5 X 2.5
1/8 page vertical: 2.5 X 5
1/12 page: 2.5 X 3.5
1/16 page: 2.5 X 2.5

MAROON WEEKLY

\$600
PER MONTH

1/4 PAGE

Guarantees 4 weeks of print advertising

\$1000
PER MONTH

1/2 PAGE

Guarantees 4 weeks of print advertising

\$1600
PER MONTH

FULL PAGE

Guarantees 4 weeks of print advertising

Full Page
10 X 10

1/4 Page horizontal
10 X 2.5

1/4 PAGE
5 X 5

1/2 Page
10 X 5

Full Page: 10 X 10
1/2 page horizontal : 10 X 5
1/2 page vertical: 5 X 10
1/4 page standard: 5 X 5
1/4 page vertical banner : 2.5 10
1/4 page horizontal banner: 10 X 2.5

PREMIUM OPTIONS

Offered with our new premium options, our **social media engagement** through Maroon Weekly provides interaction through **likes, comments, and shares** to help your brand circulate across a broader range of people.

\$2000
PER MONTH

INSIDE FRONT COVER

Guarantees 4 weeks of print advertising along with 4 weeks of online sidebar advertising and social media engagement.

\$2500
PER MONTH

CENTER FOLIO

Guarantees 4 weeks of print advertising along with 4 weeks of online banner advertising and social media engagement.

\$2000
PER MONTH

BACK COVER

Guarantees 4 weeks of print advertising along with 4 weeks of online sidebar advertising and social media engagement.

Need help designing your ads?

We offer a high quality design services to save you the work!

For ads ½ page and up ad design is included, ad sizes ¼ page and below for an additional fee of \$50 for design services.

For examples, please visit MaroonWeekly.com or issuu.com/MaroonWeekly