



MEDIA KIT

2021

Contact:

Services@TrophyClubMedia.com

TrophyClubMedia.com 702-328-5828

TROPHY CLUB
MEDIA™

ABOUT TROPHY CLUB MEDIA

Trophy Club Media offers multi-channel distribution including website, social media and direct mail products for residents of Trophy Club, TX.

We deliver via direct mail to residents of Trophy Club six times per year as well as allow pick up prints in local business waiting rooms. In addition, all advertisers receive complementary advertisements on our website and social media.

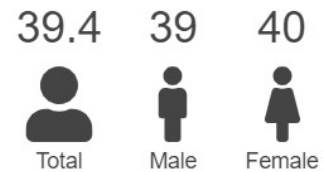
Circulation: (Quarterly)
 Social Media: 5000 Monthly readers
 Web: 4000 Monthly readers
 Print: 4000+ Direct Mail
 + Offices / Waiting Rm's

TROPHY CLUB DEMOGRAPHICS

Total Households: 3,911 Size: 3.01 Owned: 91.3%

Name	Median	Mean
Households	\$142,483	\$160,623
Families	\$150,365	\$168,868
Married Families	\$163,125	-
Non Families	\$65,726	\$96,278

Trophy Club Median Age

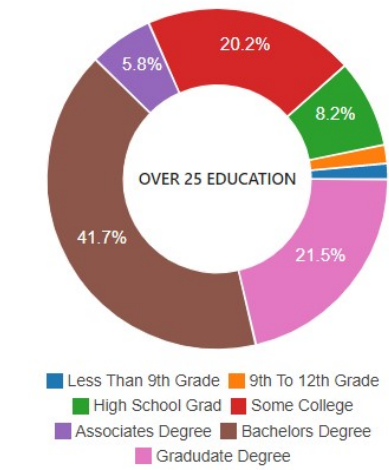


Trophy Club Adults

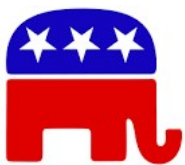
There are 8,237 adults, (1,339 of whom are seniors) in Trophy Club.

Trophy Club Sex Ratio

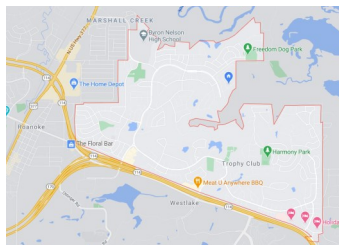
Female 5,975 50.68%
 Male 5,815 49.32%



Race	Population	Percentage
White	10,520	89.23%
Asian	518	4.39%
Black or African American	309	2.62%
Two or More Races	236	2.00%
Some Other Race	207	1.76%



Republican 65%



Democrat 33%

2021 EDITORIAL CALENDAR

PRINT EDITIONS OF THE TROPHY CLUB VOICE NEWSPAPER. CIRCULATION 4,000+

Edition	Theme	Space Deadline	Art Deadline	Delivered
01	Winter / Resolutions / Fitness / Family / Love	12 / 15 / 2021	01 / 01 / 2021	01/29/2021
02	Spring / Home Improvement / Easter / Mothers Day	02 / 15 / 2021	03 / 01 / 2021	03/29/2021
03	Summer / Outdoor / Fathers Day / 4th of July	04 / 15 / 2021	05 / 01 / 2021	05/29/2021
04	Summer / Outdoor / Cooking / Labor Day	06 / 15 / 2021	07 / 01 / 2021	07/29/2021
05	Fall / Family & Vacation / Octoberfest / Halloween	08 / 15 / 2021	09 / 01 / 2021	09/29/2021
06	Winter / Christmas / Family / Faith	10 / 15 / 2021	11 / 01 / 2021	11/29/2021

PRINT SPECIFICATIONS

Trophy Club Media does not provide ad production at this time. All advertisement must be submitted to Trophy Club Media print ready. Images shall be 300 dpi, and submitted in color or black & white.jpg format to actual size of selected advertisement. Color images will be converted to black & white.

Filename of the advertisement shall include the company name, ad location, edition and year.

Ad block must be paid in full prior to **Space Deadline**. Each advertisement is specific to each edition. No refunds will be provided after space deadline. Art deadline is firm. If artwork is not received by deadline, newspaper will be printed without advertisement and no refund will be provided. Reference advertising agreement for additional terms, conditions and requirements.

WEBSITE & SOCIAL MEDIA

Included with any paid advertisement is one matching ad served on the Trophy Club Voice & Trophy Club Journal website during print edition run from time of delivery to the next edition delivery. Ads will be scaled to fit web content at discretion of webmaster. Placement at discretion of webmaster. There is no guarantee of the number of impressions. There is no exclusivity.

Also included will be one matching ad post on our Facebook feed in either the Home Page or Group. Post will read as a "Thank you to our Sponsor" and will have a hyperlink to the advertisers web page if provided. Advertisers are not permitted to post independently on our social media sites.

2021 RATES (UPDATED 11/30/2020)

Position	Ad Size	Section	Value
	13.6"W x 2.9"H	Local News	\$200.00
	23.6"W x 5.0"H	Local News	\$250.00
	33.6"W x 6.3"H	Local News	\$300.00
	43.6"W x 3.2"H	Local News	\$200.00
	55.5"W x 9.5"H	Health & Wellness	\$350.00
	611.1"W x 4.9"H	Business	\$400.00
	73.6"W x 1.7"H	Food	\$100.00
	83.6"W x 1.7"H	Food	\$100.00
	93.6"W x 1.7"H	Food	\$100.00
	103.6"W x 6.1"H	Arts & Ent.	\$300.00
	111.7"W x 4.7"H	Arts & Ent.	\$125.00
	123.6"W x 1.7"H	Arts & Ent.	\$100.00
	1311.1"W x 6.9"H	Real Estate	\$400.00
	145.4"W x 4.8"H	National News	\$300.00
	151.7"W x 4.9"H	Sports	\$125.00
	163.6"W x 1.7"H	Sports	\$100.00
	173.6"W x 1.7"H	Sports	\$100.00
	183.6"W x 3.3"H	Sports	\$250.00
	191.7"W x 4.2"H	Fashion	\$125.00
	202.5"W x 2.8"H	Fashion	\$200.00
	213.6"W x 4.4"H	Fashion	\$250.00
	225.9"W x 6.5"H	Editorial	\$300.00
	235.9"W x 6.5"H	Editorial	\$300.00
	2411.1"W x 14.8"H	World News	\$500.00
	255.9"W x 6.5"H	Variety	\$375.00
	265.9"W x 6.5"H	Variety	\$375.00
	273.6"H x 3.9"H	Social Media	\$250.00
	283.6"W x 1.7"H	Social Media	\$100.00
	293.6"W x 1.7"H	Social Media	\$100.00
	303.6"W x 4.5"H	Outdoor	\$250.00
	315.5"W x 2.0"H	Outdoor	\$200.00
	321.7"W x 4.9"H	Outdoor	\$125.00
	3311.1"W x 5.2"H	Pet Corner	\$400.00
	343.6"W x 1.7"H	Technology	\$100.00
	3511.1"W x 5.2"H	Technology	\$400.00
	361.7"W x 6.4"H	Schools	\$150.00
	373.6"W x 5.2"H	Schools	\$300.00
	383.6"W x 1.7"H	Schools	\$100.00
	3911.1"W x 14.8"H	Back Cover	\$600.00

**SEE ATTACHED
ADVERTISING MOCKUP
FOR POSITION
PLACEMENT.**

**PRICE IS PER EDITION.
10% DISCOUNT FOR 6
ISSUE PLACEMENT
AGREEMENT**