

# West Austin News



## MEDIA KIT 2021

**West Austin News**

5511 Parkcrest Dr #100, Austin, TX 78731 | (512) 459-4070  
WestAustinNews.com

# WEST AUSTIN NEWS

SINCE 1986

Reaching the city's most sought-after audience twice a month, the West Austin News provides unique, local coverage and advertising opportunities.

Known for its historic homes, stately mansions, modern new construction and oak-lined streets, West Austin is where the hustle and bustle of the city stops and the tranquility of quiet, established neighborhoods begins.

Residents of West Austin enjoy the area's wide variety of stylish boutiques, numerous restaurants, cozy coffee shops and unique antique shops. From young professionals to families, West Austin is home to a vibrant, affluent, established population.

## DEMOGRAPHICS

- male/female—49%/51%
- average age—37
- percentage of family households—67%
- percentage college graduates—84%
- average home value—\$750,000

## MEDIA AWARDS

### **Suburban Newspapers of America**

Advertising and Promotions—First Place  
Best Editorial Page Cartoon—First place  
Best Editorial Writing—First Place  
Best Column Writing—Third Place

### **Texas Press Association**

General Excellence—First Place  
Best Page Design—First Place  
Best Advertising—First Place  
Best Column Writing—First Place, Fourth Place  
Best Editorial Writing—Second Place  
Best Feature Story—Fourth Place  
Best Sports Photo—Third Place  
Best Blue Moon Special Section—Second Place, Third Place

### **Texas Community Newspaper Association**

General Excellence—First Place  
Best Banner—First Place  
Best News or Feature Photo—First Place  
Best Original Multi-color Ad—First Place, Third Place

Best Original Ad in Black & White—Third Place  
Best Original Column—First Place  
Best Original Editorial—Second Place  
Best Original Feature Story—Third Place  
Best Original News Story—Second Place  
General Excellence Publication Containing News—  
First Place, Second Place, Third Place

### **Miscellaneous**

American Heart Association—Public Service Award  
Austin Adopt-A-School—A+ Media Award  
The Austin Association of the American Society of Interior Designers— Award for promoting excellence in Interior Design through publication  
Austin Partners in Education: Operation We Care—Public Service Award  
Daughters of the American Revolution—Excellence in Media Work  
The City Council of Austin, Texas—Distinguished Service Award  
L.C. Anderson High School—Partner of the Year  
Partners in Education—Rookie of the Year  
Rosedale School—Public Service Award  
The Rotary Club of West Austin—Service Above Self Award

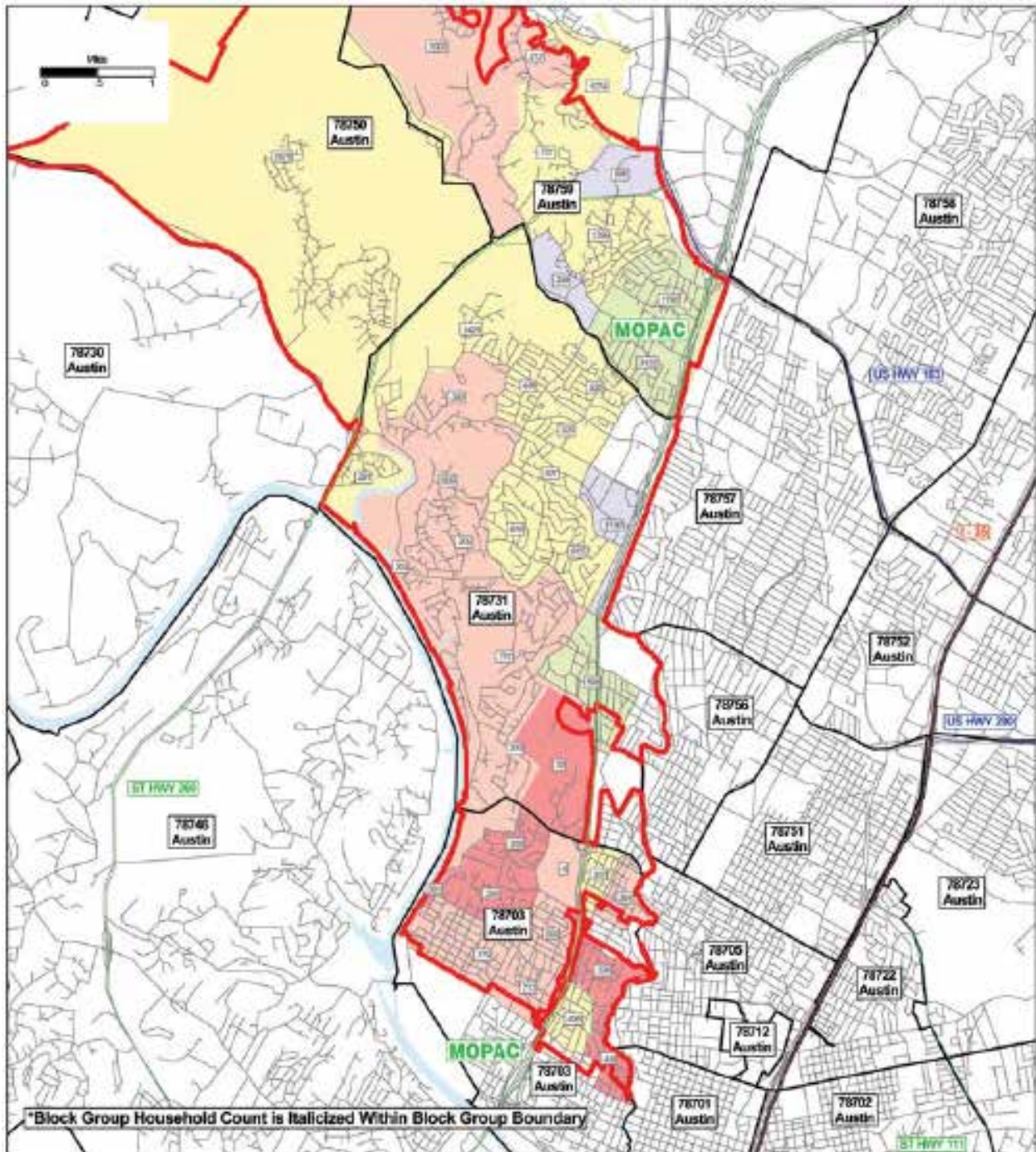
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# CIRCULATION MAP

**Circulation Includes:** 78703, 78731, 78759, 78730 and 78746 zip codes  
Tarrytown, Balcones Woods, Clarksville, Northwest Hills, Arboretum, Great Hills and Westlake neighborhoods



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## 2021 ISSUE DATES

ISSUE DATES (2nd and 4th THURSDAYS)		AD MATERIALS DUE BY (MONDAY NOON)
Jan. 14		Jan. 11
Jan. 28		Jan. 25
Feb. 11		Feb. 8
Feb. 25	<i>Million Dollar Homes</i>	Feb. 22
March 11	<i>Camp Guide</i>	March 8
March 25	<i>Camp Guide</i>	March 22
April 8		April 5
April 22		April 19
May 13	<i>Women In Business</i>	May 10
May 27		May 24
June 10	<i>Graduation 2021</i>	June 7
June 24		June 21
July 8	<i>Million Dollar Homes</i>	July 5
July 22		July 19
Aug. 12		Aug. 9
Aug. 26	<i>Back to School</i>	Aug. 23
Sept. 9		Sept. 6
Sept. 23		Sept. 20
Oct. 7		Oct. 4
Oct. 21		Oct. 18
Nov. 4		Nov. 1
Nov. 18	<i>Holiday Guide</i>	Nov. 15
Dec. 2		Nov. 29
Dec. 16		Dec. 13

*Note: For special sections, ad materials are due by EOB the Wednesday before publication.*

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## 2021 SPECIAL SECTIONS

SPECIAL SECTIONS	ISSUE DATES	AD MATERIALS DUE
Million Dollar Homes #1: Spring	February 25	February 22
Camp Guide	March 11 and March 25	March 8
Women In Business	May 13	May 10
Graduation 2021	June 10	June 7
Million Dollar Homes # 2: Summer	July 8	July 5
Back To School / Fall Sports Guide	August 26	August 23
Holiday Guide	November 18	November 15
In Good Company	Any Issue	Wednesday before publication
RiverCity	Any Issue	<b>Print-ready files:</b> 2 weeks before publication  <b>WAN design services:</b> materials needed 3 weeks before publication
Spotlights	Any Issue	Wednesday before publication
Health & Fitness	Any Issue	Wednesday before publication
Music & Arts	Any Issue	Wednesday before publication

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## ADVERTISING RATES

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**OPEN RATE: \$18.50 per column inch**

10% discount for all verified NPOs (Nonprofit Organizations)

**VOLUME RATES:**

Rates determined by the number of column inches an advertiser purchases during the calendar month.

# of column inches	rate per column inch
2-30	\$18.50
30.5-62	\$16.50
63-100	\$14.50
100+	\$12.50

**CONTRACT RATES:**

Discounted column rates based on number of consecutive runs.

# of consecutive runs	rate per column inch
6	\$14.00
12	\$13.00
24	\$12.00

**COLOR CHARGES:** \$150 for ads 1/4 page and larger; \$75 for ads smaller than 1/4 page

**DEADLINE:** 12 noon Monday, prior to publication date

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## REAL ESTATE MARKETPLACE

All ads run in full color

Size	Dimensions	# of consecutive runs			
		24	12	6	1
Full page	11.5" x 21.5"	\$665	\$735	\$860	\$980
1/2 page	11.5 " x 10.5"	\$415	\$470	\$550	\$625
1/4 page	5.65" x 10.5"	\$260	\$290	\$315	\$350
1/8 page	5.65" x 5"	\$130	\$160	\$200	\$240

For pricing information on our standard ad sizes, please contact Anne-Claire Van Aken.

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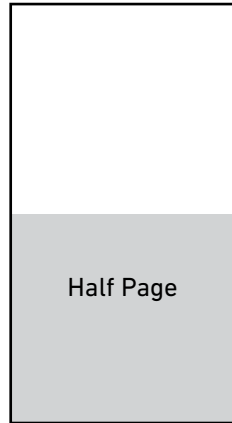
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## SAMPLE AD SIZES



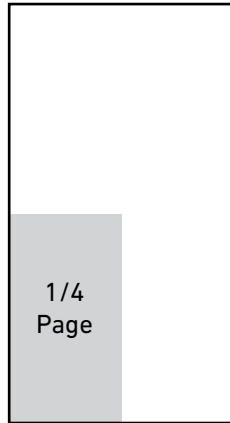
Full Page

11.5" x 21.5"  
129 col."  
6 col. x 21.5"



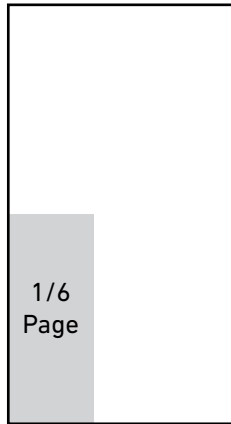
Half Page

11.5" x 10.5"  
63 col."  
6 col. x 10.5"



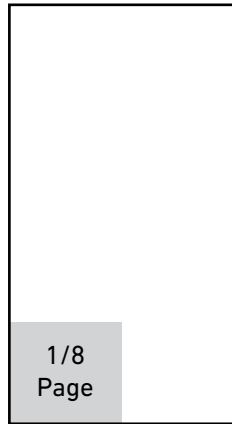
1/4  
Page

5.66" x 10.5"  
31.5 col."  
3 col. x 10.5"



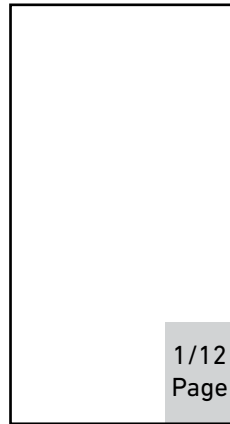
1/6  
Page

3.7" x 10.5"  
21 col."  
2 col. x 10.5"



1/8  
Page

5.66" x 5"  
15 col."  
3 col. x 5"



1/12  
Page

3.7" x 5"  
10 col."  
2 col. x 5"

## COLUMN SIZES

1 column: 1.77"  
2 column: 3.7"  
3 column: 5.66"  
4 column: 7.61"  
5 column: 9.55"  
6 column: 11.5"

## STANDARD ART CHARGES

ADs Built	*ADs in Shell
6-12" - \$25	6-24" - \$15
13-24" - \$40	25-35" - \$40
25-35" - \$60	36-70" - \$75
36-70" - \$75	71-129" - \$90
71-129" - \$90	

### \*SHELL ADS INCLUDE

1. Ads that have shell in which photos, addresses, ect. need to be changed (i.e. real estate)
2. Built ads that require more than 15 minutes in change.
3. Camera-ready ads that require more than 15 minutes of adjustment.

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