

# county line

MAGAZINE

2022 DIGITAL MEDIA KIT



*Celebrating 22 Years*



## OUR PUBLICATIONS

Our effective promotional strategies utilize a multichannel digital approach that includes heavy editorial content development.



Digital Flip Book  
eMagazine  
Explore Guides  
CLM Weekly  
Blogs

Destination County Line  
Speckled Crow  
FEAST Texas

Social Media  
Film/Video

MOBILE. EMAGAZINE. SOCIAL MEDIA. ENEWSLETTERS. BLOGS.

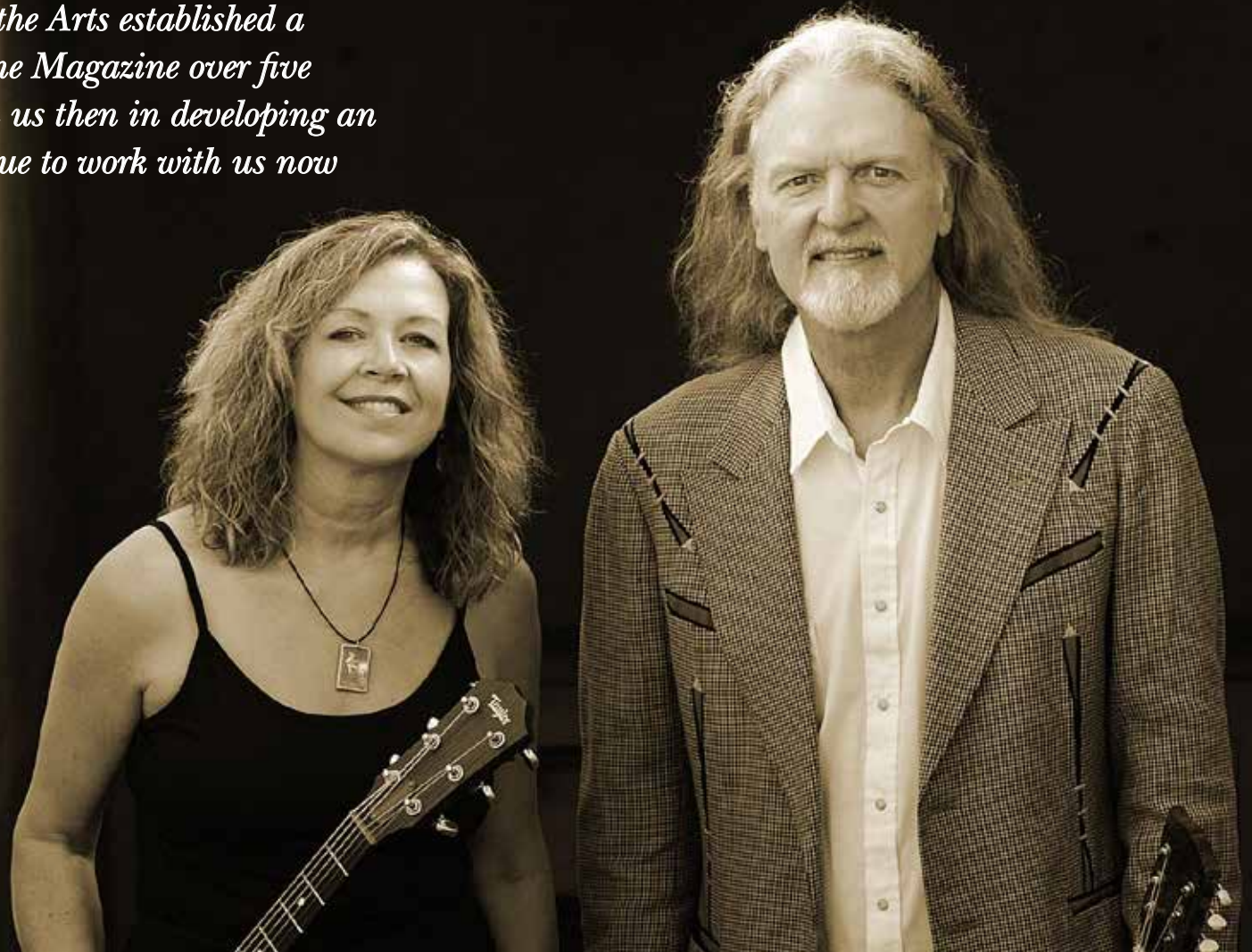


## TESTIMONIAL

*We at Winnsboro Center for the Arts established a relationship with County Line Magazine over five years ago. They worked with us then in developing an advertising plan and continue to work with us now on ad content and direction.*

*The staff at CLM has a passion for promoting the Upper East Side of Texas and all of the many events, concerts and activities in it. They have created a truly excellent magazine and it's not unusual for folks to tell us that they saw us in County Line Magazine.*

*Jim Willis*  
Director of The Bowery Stage  
Winnsboro Center for the Arts

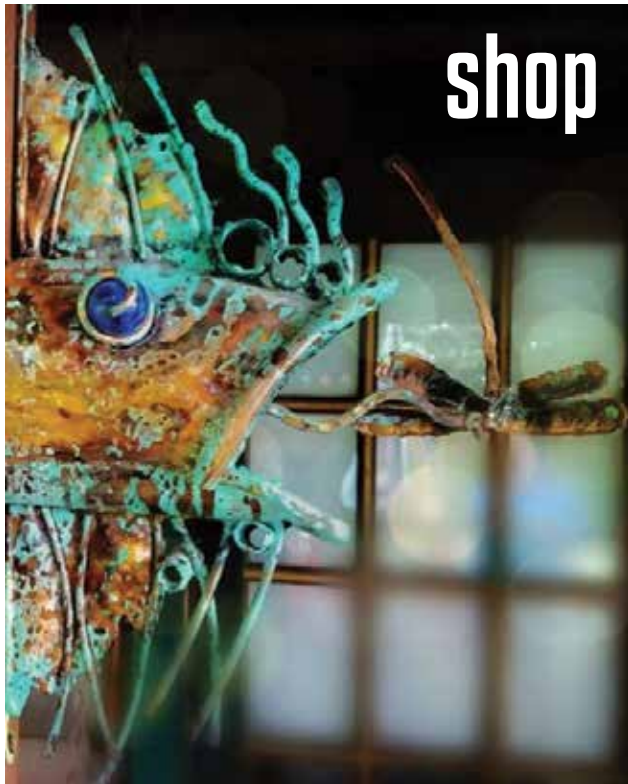


WINNSBORO PERFORMING ARTISTS ADLER & HEARNE. COURTESY PHOTO



## OUR READERS

It's What They Do ....



- Live in or visit the Upper East Side of Texas
- Travelers in a 60 to 200-mile radius
- Products/Services buyers in a 100-mile radius
- Visitors to all Texas state-line travel centers
- eEdition, six times per year, 5,000 impressions
- CLM Weekly, 4500 subscribers, 20% open rate
- eMagazine, 30,000 views per month
- Social Media, Facebook, Instagram, Pinterest, average more than 50,000 reach per month
- Average age 25-75. 65% women, 35% men
- Total reach: 90,000+ per month

MOBILE. EMAGAZINE. SOCIAL MEDIA. ENEWSLETTER. BLOGS.



## TESTIMONIAL

DOWNTOWN MINEOLA, TEXAS. PHOTO BY CHAR DOONAN



*County Line Magazine is our “go to” publication for marketing Mineola, Texas. We know they will present our entertainment and leisure information in the best light possible with attractive ads and interesting articles.*

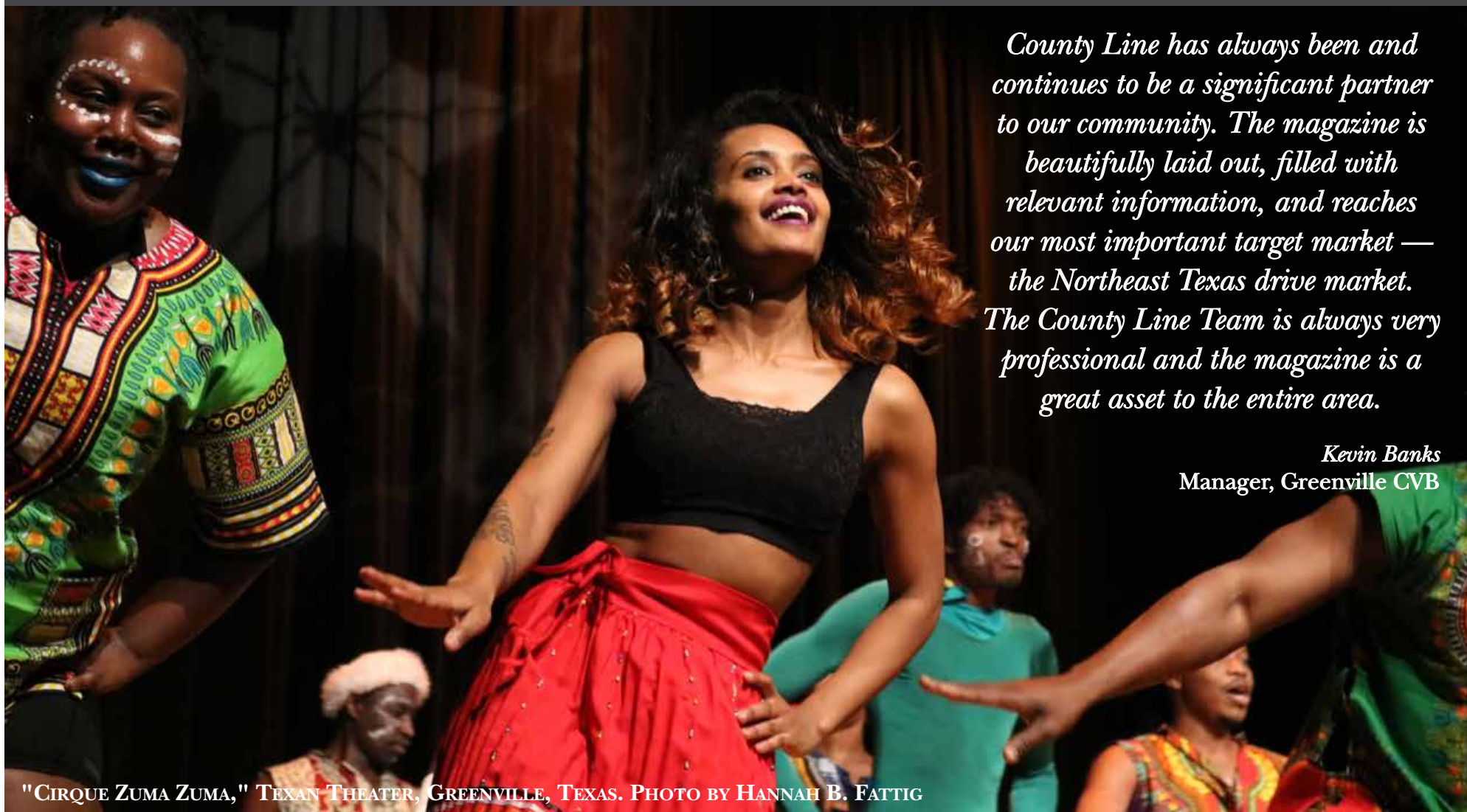
*Visitors to our city often comment that they saw our information in the County Line Magazine.*

*Fast response on ad proofs and changes make working with staff a pleasure. We love County Line Magazine.*

*Lynn Kitchens*  
Director of Marketing/Asst. Director Economic Development  
City of Mineola



## TESTIMONIAL



*County Line has always been and continues to be a significant partner to our community. The magazine is beautifully laid out, filled with relevant information, and reaches our most important target market — the Northeast Texas drive market. The County Line Team is always very professional and the magazine is a great asset to the entire area.*

*Kevin Banks*  
Manager, Greenville CVB



## TESTIMONIAL



*P.A. Geddie and the County Line are a tremendous asset for us at Four Winds Steakhouse. We have worked together for about 14 years. Through the years I have seen the publication grow and consistently get better. It has been a great local tool for our business and its reach continues to grow. They do a great job putting our ads together and I enjoy working with P.A.*

*Frank Rumore*  
Four Winds Steakhouse

## PREPARATION OF ADS

**SOFTWARE:** We accept MAC files for InDesign, Photoshop, and Illustrator but prefer PDF, JPG, TIF or EPS format. We do not accept ads created in PC-based programs such as Publisher, Word, or PowerPoint.

**DOCUMENT SIZE:** Document sizes must comply with the ad sizes chart. The first number of the size is *always* the width of the ad.

**FONTS:** Send all Postscript and True Type fonts used in the file if other than PDF or JPG.

**COLORS:** All colors used in the file should be defined as process/CMYK.

**IMAGES:** Images should not be compressed or separated and resolution should be 300 dpi or better. Please do not use images from the web for print ads as they do not meet these specifications.

**PDF FILES:** Only high resolution PDF files produced with full version of Adobe Acrobat—not Acrobat Writer—are accepted.

## HOW TO SUBMIT

**EMAIL:** Files in PDF format or compressed smaller than 15MB can be emailed to your sales representative.

**DROPBOX:** Files of any size may be sent to our Dropbox site. Please contact your sales representative for further instructions on using the Dropbox site.

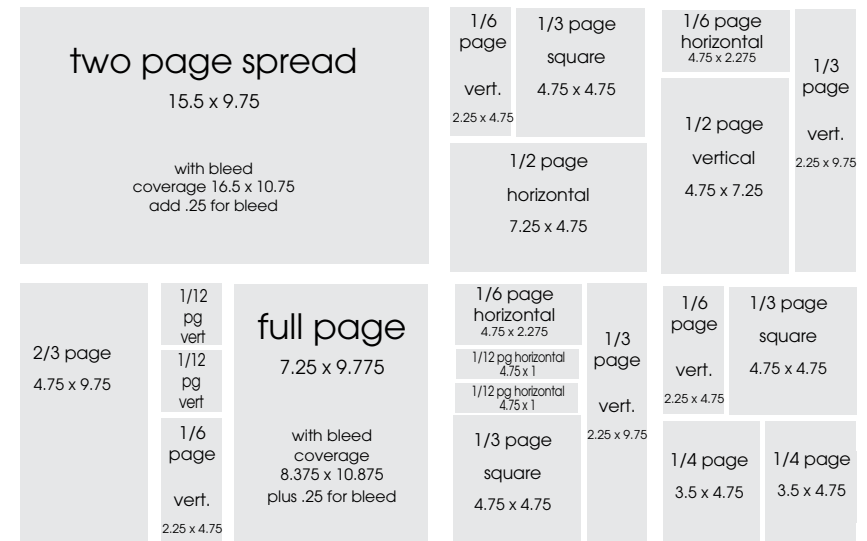
## eMAGAZINE

Banner 1            728 x 90 pixels  
 Banner 2 (mobile) 320 x 40 pixels  
 Square                300 x 250 pixels

## eNEWSLETTER

Square                300 x 250 pixels

eBOOK AD SIZE	width		height
Two Page Spread	15.5"	x	9.75"
Two Page Spread w/bleed	16.5"	x	10.75"
Full Page	7.25"	x	9.775"
Full Page w/bleed	8.375"	x	10.875"
2/3 Page V	4.75"	x	9.75"
Half Page H	7.25"	x	4.75"
Half Page V	4.75"	x	7.25"
1/3 Page V	2.25"	x	9.75"
1/3 Square	4.75"	x	4.75"
1/4 Page	3.5"	x	4.75"
1/6 Page H	4.75"	x	2.275"
1/6 Page V	2.25"	x	4.75"
1/12 Page H	4.75"	x	1"
1/12 Page	2.25"	x	2.275"





eEdition (flipbook)	1x	3x	6x
Two Page Spread	\$1000	\$900	\$800
Full Page	\$500	\$450	\$400
2/3 Page	\$450	\$400	\$350
1/2 Page	\$300	\$275	\$250
1/3 Page	\$225	\$200	\$175
1/4 Page	\$200	\$175	\$150
1/6 Page	\$150	\$135	\$125
1/12 Page	\$100	\$90	\$80

blogs	728x90 and 300x250 ads	Video	Sponsored Content
FEAST Texas	\$50	\$100	\$150
The Arts	\$50	\$100	\$150
Destination County Line	\$50	\$100	\$150

### eEdition Ad Deadlines

January/February: November 25  
 March/April: January 25  
 May/June: March 25  
 July/August: May 25  
 September/October: July 25  
 November/December: Sept 25

### Special Placement

Add 10% for preferred position

### Destination Guides

Available for our city partners.

### social media

UNIQUE POSTS: \$50 each

ADS: \$50 each

Unlimited Shares: \$50/wk



eNewsletters (weekly)	300x250 Ad	Video	Sponsored Content
Weekly	\$150	\$150	\$75

### eMagazine (CountyLineMagazine.com)

eMag/Mobile CHANNEL	RATES*
Run of Site	\$250/mo
Home	\$250/mo
Food & Drink	\$250/mo
The Arts	\$250/mo
Lifestyle	\$250/mo
Explore Guide: Region	\$250/mo
Explore Guide: Community	\$250/mo
Video	\$350/mo
Sponsored Content	\$150-\$500
Resource Listings	
Basic	Free
Premium	\$200/yr
Featured	\$400/yr
Event Listings	Free

\*Rates shown are for individual monthly placement. Discounted rates available for annual contracts.