



**2025**  
MEDIA KIT

# The **Greensheet**

TX STREET MEDIA



Covering the Greater Houston Market  
& Dallas Metroplex

# The Greensheet

## The Greensheet Works. It's that simple

The Greensheet was born in 1970 with the sole purpose of bringing buyers and sellers together. Compared to other major Houston publications, The Greensheet offers affordable, competitive prices that fit your budget, reach your target market and provide the best value.

- Greensheet Media brings you more ways to reach prospective customers through a full range of print and digital marketing services. Whether it's building a website for your business, promoting your services to our weekly readers, or printing your business cards and brochures, we are here to partner with you.
- The Greensheet print editions are distributed in the Greater Houston and Dallas/Fort Worth areas.
- Our team of experts is ready with a personalized approach to creating a strategic marketing plan for your business. We will save you time and money by coordinating a multi-platform marketing campaign that will drive your business forward.

All ad sizes are available in  
***black & white***  
***or color!***

## The Greensheet in Houston and Dallas

**Businesses love our print product because:**

- The audience is hyper local, attracting walk-in traffic and phone calls.
- Design and creative professionals can help with ad production from beginning to end.
- Consumers can find The Greensheet, and our advertisers, in places they like to shop: at grocery stores, shopping centers and convenience stores.
- Readers are in a mindset to buy, anytime they open The Greensheet.

Our circulation in Houston and the Dallas/Ft. Worth Metroplex includes distribution to specific areas of town, ensuring you reach your targeted audience and more!

### Expert Ad Design:

Our sales team and design specialists work on every project, ensuring effective ad design and exceptional service.

## HOUSTON COVERAGE

### • SOUTHWEST

Covering the South Southwest, and Suburban Southwest

### • NORTHWEST

Covering the Northwest, West, and Suburban Northwest

### • NORTH

Covering the Innerloop, North, and Suburban North

### • EAST

Covering the East, Southeast, and Suburban Southeast

## DALLAS COVERAGE

### • DALLAS

Covering the Dallas City, East, and North

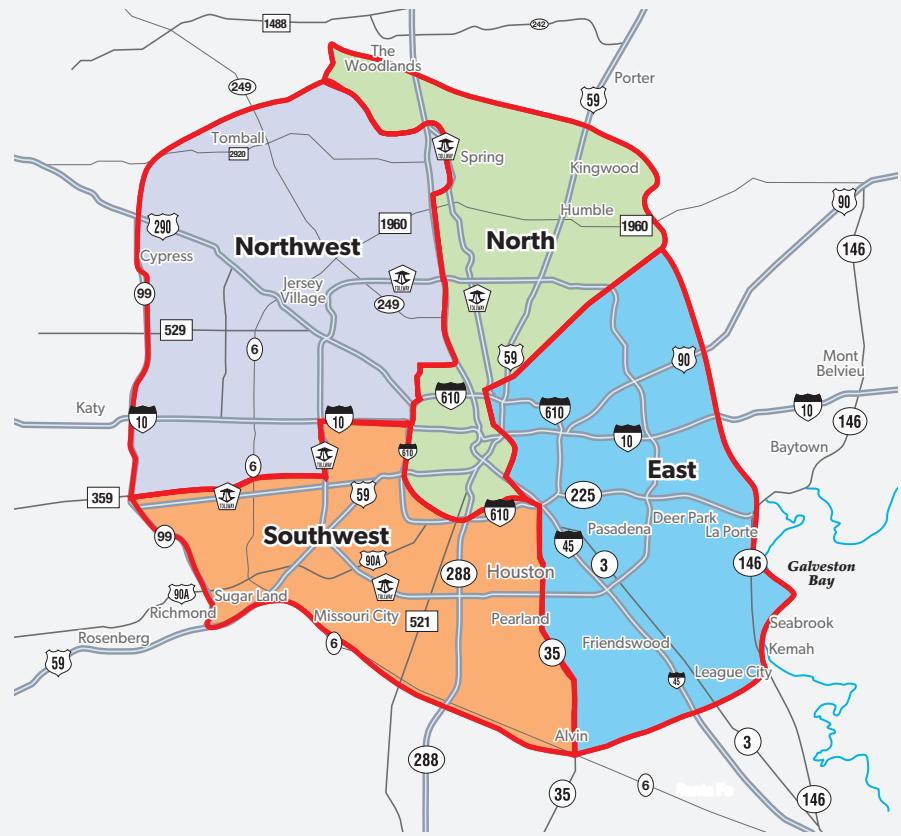
### • DALLAS SOUTH

Covering South Dallas and the surrounding communities

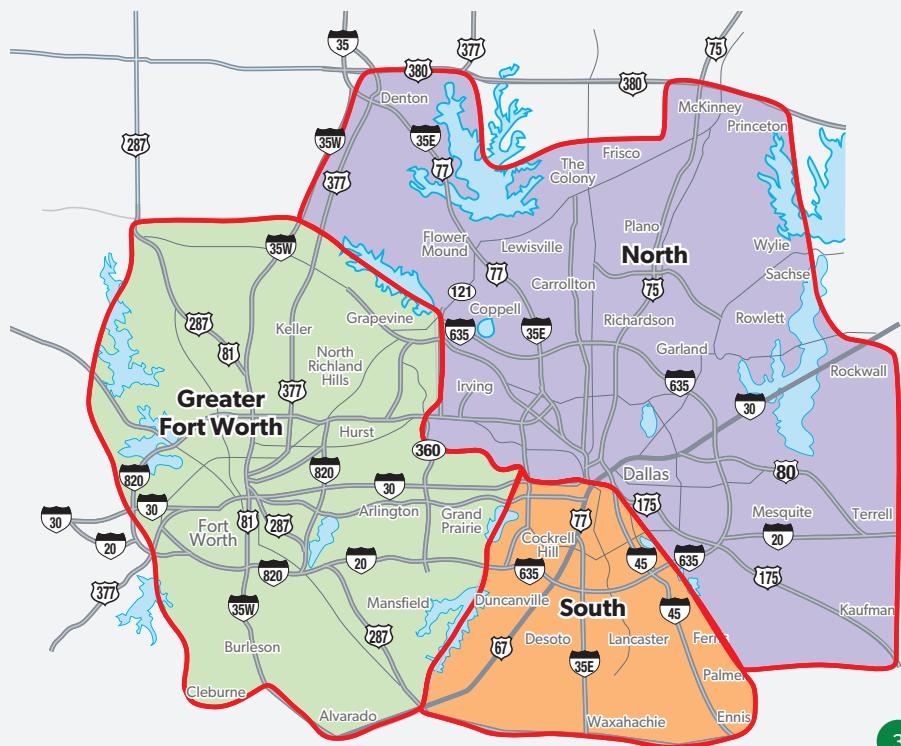
### • GREATER FORT WORTH/ARLINGTON GRAND-PRairie

Covering Fort Worth, Tarrant Counties, and Arlington Grand-Prairie

## Houston



## Dallas/Ft. Worth Metroplex



# CUSTOM PRINT

## Place your message into your customer's hands!

Direct mail is a **highly effective marketing tactic** because it can be extremely targeted and sent to potential customers that are most likely to use your product or service. You can **connect with your clients on a personal level**. Your direct mail piece can be designed to really tell your company story or pitch your products and services in a compelling way, and the consumer can spend as much time as they want with your message. Customers can also save it for reference later or pass it along to a friend who may have an interest.

Direct mail has been **proven to help drive customer traffic and sales**, and the results are measurable. Almost anyone can be reached by direct mail. It is also scalable so it can fit into virtually any budget. Plus, with today's technologies it can be highly personalized and it can be in countless creative formats. Direct mail can drive your bottom line.

## Custom Direct Mail Campaigns from Concept through Execution

We deliver high-quality, cost-effective, and creative direct mail solutions. For over 45 years we have been committed to being a knowledgeable and responsive partner for businesses. We provide exemplary service and quality at a competitive price with fast turnaround for your direct mail campaign.

## All-in-One Direct Mail Solution:

- Turnkey service
- Custom creative services for agency-quality artwork with a quick turnaround
- Standard 8.5" x 5.5" or 4" x 6" postcard sizes made of quality, durable stock
- Your message is printed on digital presses in full-color front and back (including bleeds) for a professional appearance
- Mapping and resident saturation lists of deliverable addresses for the geographic radius selected by you
- Target your mailing by geographic, demographic or lifestyle. Target your list to people most likely to purchase your product or service.
- Postage is included with your package
- Addressing, sorting, packaging, USPS verification, and delivery into the USPS mail stream.



## Showcase your company

Print materials are tangible expressions of your brand and are a vital part of any marketing plan. Creating printed pieces that **grab attention and give information about your products** and services is critical for any business. You can use printed items to drive **business in your store front, at trade shows, with your account executives, on the street and many other ways**.



Our talented design team can develop stunning visuals for your print products, or we can use your design. Our designers produce top quality work to make it even easier for you to present a professional image. Print items are a great way to **boost your business without breaking your budget**.

## Printed Products:

- Business cards
- Booklets
- Bookmarks
- Catalogs
- Door hangers
- Flyers
- Loyalty cards
- Menus
- Postcards
- Posters
- Rack cards
- Small and large bi-folds
- Table tents
- Trifold
- Vinyl and retractable banners
- And more!

## BASIC GUIDELINES FOR ART SUBMISSIONS

We prefer PDF files.

Fonts must be properly embedded and please DO NOT include crop marks.

If submitting your ad in jpg format, it MUST be actual size and at least 300dpi.

- We also accept InDesign, Photoshop PSD, or Illustrator (These are called native files). Set document size to the exact size of your ad, use CMYK colors and make sure black text is created in 100% Black (C=0, M=0, Y=0, K=100). Pantone, RGB and indexed color files/ads will be converted automatically in our workflow system and may print with undesirable results for the advertiser.
- When native files are submitted you must also package all live elements used to create the ad, including fonts and artwork files.
- We do not accept ads in Microsoft Word®, Excel®, PowerPoint®, Publisher® or clip art-based applications such as Print Artist® or Printshop Pro®. If you have used one of these programs to create your ad, you must export/save it at actual size as a high resolution PDF and submit the PDF.
- Send original art and materials in digital format at a minimum 300 dpi resolution. Please note that photos and artwork taken from web pages via Google search is illegal and images pulled from your own website or Facebook may not reproduce well because of their low resolution and/or poor quality.

### COVER AD DIMENSIONS

Cover Banner - 10" x 0.75" or 6 columns x 0.75"  
Large Cover - 7.5" x 4" or 4 columns x 4"  
Elite Associate (double Associate) - 7.5" x 3"  
Associate - 3.25" x 3"  
Full page - 10" x 9.75"  
SPECIAL TOP PLACEMENT Nameplate - 2.75"x1.25"

### SPECIAL SIZING

Please contact your art department for consults and approvals on special sizing to make sure we can accomodate.

### INTERIOR PAGE DIMENSIONS

Width is by column and height is by inch.

Full page - 6 column (10") x 9.75"  
Half page (V) - 3 column x 9.75"  
Half page (H) - 6 column x 4.8"  
Quarter page - 3 column x 4.8"

1, 2, 3, 4, 5, and 6 column ads can start at 1" in height and can increase up to 9.65" in half inch increments (at 9.5" we round it up to 9.65" to fill the page).

Call us today!  
**713.371.3600**

HOUSTON | DALLAS | FORT WORTH

[www.TheGreensheet.com](http://www.TheGreensheet.com)