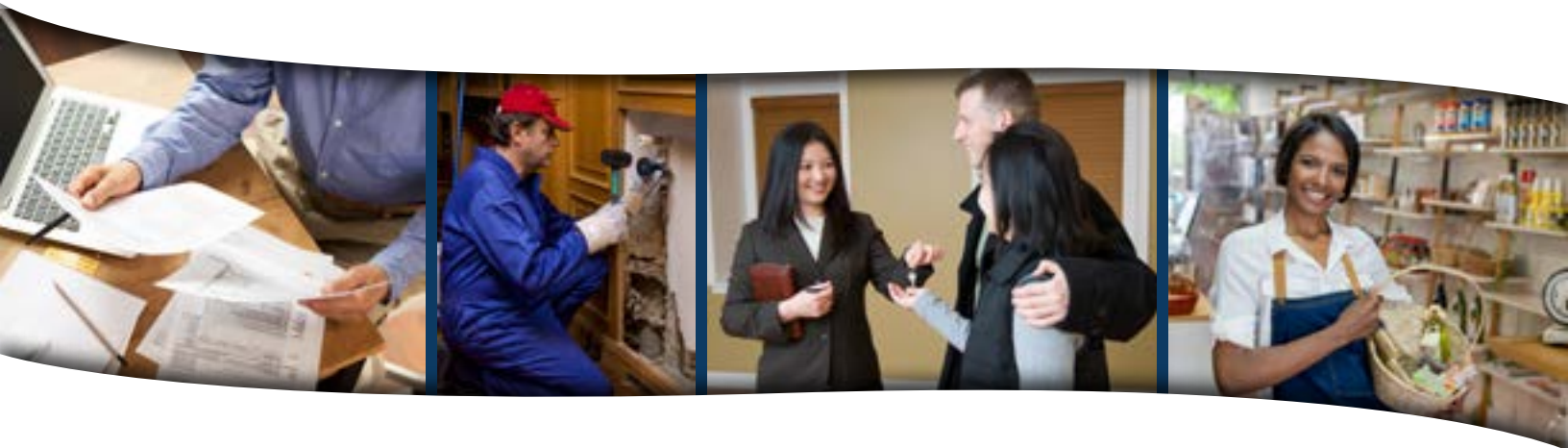




*Helping to Build Businesses and  
Bring Communities Together Since 1979*



## **2018 ADVERTISING GUIDE**

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

[ads@krenekprinting.com](mailto:ads@krenekprinting.com) | 281-463-8649

7102 Glen Chase Ct., Houston, TX 77095

## Why Advertise With Us?

*"You guys really run a top notch family business that truly helps your community!! I've seen evidence of that in other ways as well. If anyone I know is in need of printing, I will definitely point them in your direction! Makes me proud to be part of a community with businesses like yours."*

*- Amy Thomas, Cy Falls craft show rep.,  
Hearthstone resident*

*"I have been advertising with Krenek Printing for two years now and it has been a great way to reach a target marketing area. Rates are competitive and they offer to help you design your ad. When I first started out advertising it was in black and white. The Newsletters have moved to color making the ads more visible and appealing. Highly recommend!"*

*- Candace K., Advertiser*



- **Readership:** We publish newsletters in over 90 neighborhoods that bring an added value to the residents. It's a great source for the residents to find local area events and organizations in one place, as well as information about their individual subdivision. It is not unusual for a resident to keep their issue from month to month in order to access important information easily.

- **Dedication:** We have been deeply passionate about local businesses and families since 1979. Bringing them together through our newsletters has shown proven results that have withstood the test of time, and we look forward to continuing to serve our community for years to come.

- **Our staff:** We have a dedicated and hard working team that live in the neighborhoods we serve. Our entire production is all housed in our building in the Copperfield area. Our newest team member has been with us for over 9 years, and our first employee is still with us today after 34 years. It is our goal to make your experience pleasant, your content look good, and your advertising successful.

- **Security:** Our newsletters offer a secure and intimate platform for your business to advertise. Our in-house staff controls every aspect of posting, printing and sharing your brand. We never sell your information to third parties, keeping your information safe from internet fraud.

- **Online:** In addition to print, all of our newsletters are available to view online, and may be subscribed to by residents who prefer to read on the go.

- **Visibility:** In a Google search, your business will be *one of thousands*. In our newsletters, your advertising will be *seen by thousands* of residents.

## Advertising: Print vs Online

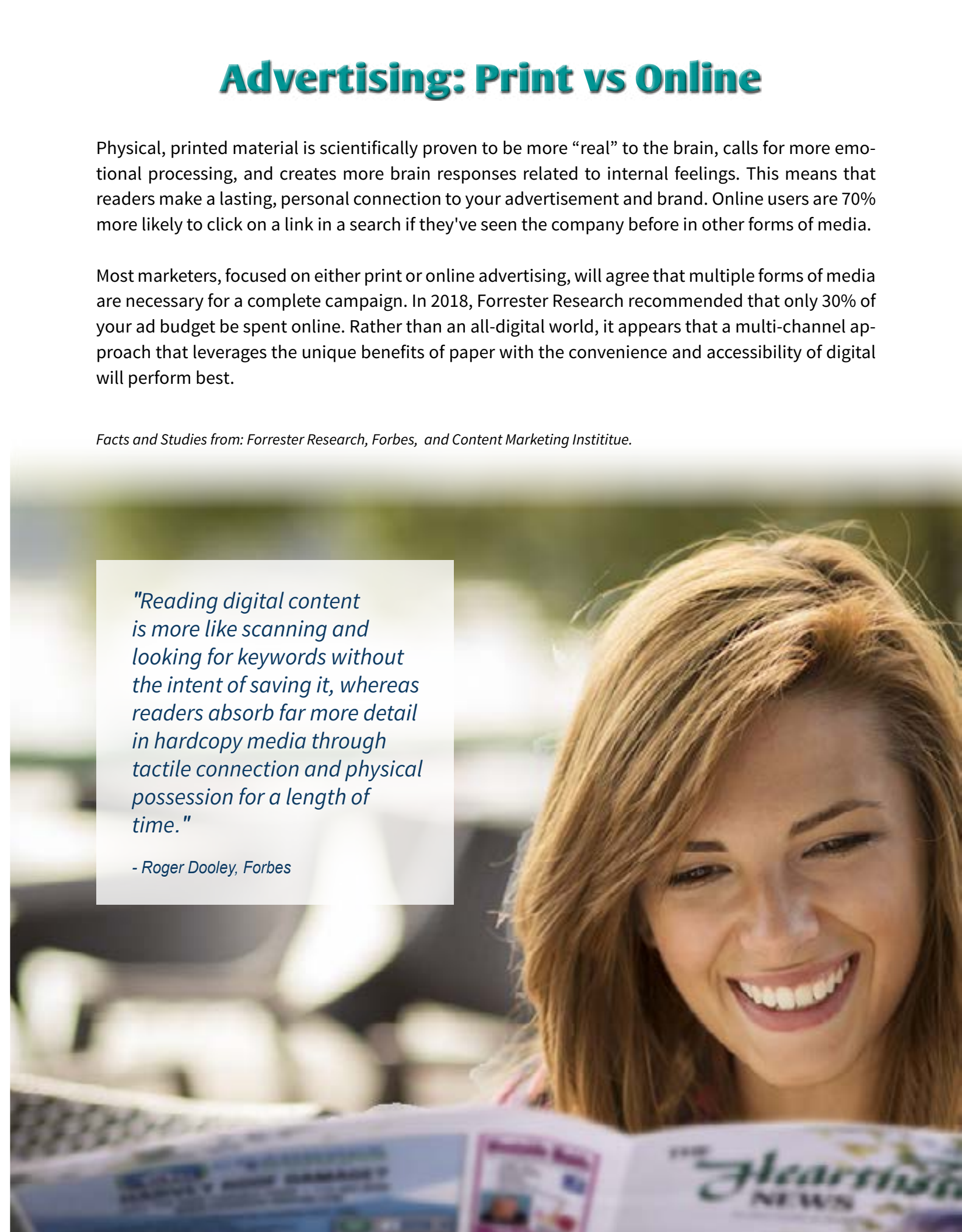
Physical, printed material is scientifically proven to be more “real” to the brain, calls for more emotional processing, and creates more brain responses related to internal feelings. This means that readers make a lasting, personal connection to your advertisement and brand. Online users are 70% more likely to click on a link in a search if they've seen the company before in other forms of media.

Most marketers, focused on either print or online advertising, will agree that multiple forms of media are necessary for a complete campaign. In 2018, Forrester Research recommended that only 30% of your ad budget be spent online. Rather than an all-digital world, it appears that a multi-channel approach that leverages the unique benefits of paper with the convenience and accessibility of digital will perform best.

*Facts and Studies from: Forrester Research, Forbes, and Content Marketing Institute.*

*"Reading digital content is more like scanning and looking for keywords without the intent of saving it, whereas readers absorb far more detail in hardcopy media through tactile connection and physical possession for a length of time."*

*- Roger Dooley, Forbes*

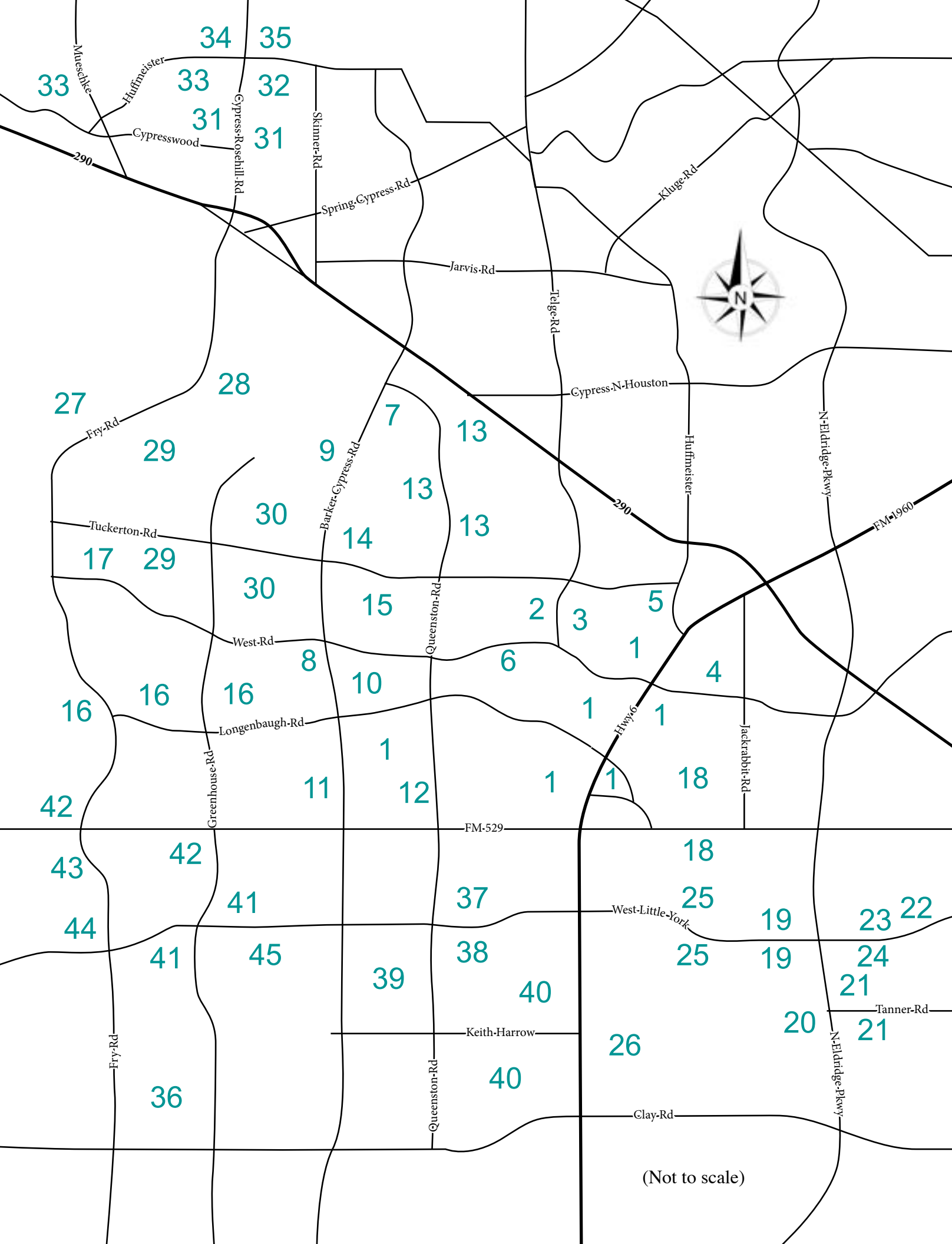


# Hwy 6 / Cypress Newsletters

**Total Circulation:**  
 Print: Approx. 41,600 Homes  
 Online: 8,830

**Deadline for Advertising:**  
 10th of preceding month  
 (example: Jan 10 for February newsletters mailed in February)

**Delivery Date:**  
 First part of the month



Available Ad Sizes (W x H):			2 x 4	3 x 4	4 x 4	Quarter Pg	Third Pg	4 x 8	Half Page	Full Page	
Map #	Newsletter / Group	Circulation	3.75 x 2 or 1.75 x 4	3.75 x 3 or 2.75 x 4	3.75 x 4	3.75 x 5 or 4.75 x 4	3.75 x 6, 5.75 x 4 or 7.7 x 3	3.75 x 8 or 7.7 x 4	7.7 x 5 or 3.75 x 10.25	8.5 x 11 (.125 bleed / .25 margin)	
1	<b>Copperfield</b>	6050	\$145	\$212	\$276	\$327	\$359	\$421	\$472	\$653	
2-6	<b>Northwest</b>	2550	\$76	\$111	\$145	\$171	\$188	\$221	\$247	\$342	
			2 Aberdeen Green*		3 Aberdeen Trails*		4 Copperbrook*		5 Copper Grove*		6 Copper Village*
7-9	<b>Barker</b>	1430	\$46	\$67	\$87	\$103	\$113	\$133	\$149	\$206	
			7 Riata Ranch		8 Lone Oak*		9 Barker Lake				
10-12	<b>Langham</b>	3250	\$96	\$141	\$183	\$216	\$238	\$279	\$313	\$433	
			10 Copper Lakes*		11 Westgate*		12 Sheffield*				
13-17	<b>Stone Gate</b>	7500	\$183	\$268	\$349	\$413	\$454	\$532	\$596	\$826	
			13 Stone Gate	14 Canyon Lakes Village		15 Canyon Lakes at Stone Gate		16 Canyon Lakes West		17 Miramesa	
18	<b>Hearthstone</b>	1515	\$45	\$66	\$85	\$101	\$111	\$130	\$146	\$202	
19-20	<b>Concord Bridge / Twin Lakes*</b>	2030	\$60	\$88	\$114	\$135	\$149	\$174	\$195	\$270	
21-24	<b>Eldridge</b>	2750	\$86	\$126	\$164	\$194	\$213	\$250	\$280	\$388	
			21 Lakes on Eldridge		22 Villages at Lake Pointe*		23 McKendree Park		24 Eldridge Park		
25	<b>Colonies*</b>	2620	\$78	\$113	\$147	\$174	\$192	\$225	\$252	\$349	
26	<b>Bear Creek*</b>	2220	\$66	\$96	\$125	\$148	\$163	\$191	\$214	\$296	
27-30	<b>Cypress South</b>	4600	\$148	\$216	\$281	\$333	\$366	\$429	\$481	\$665	
			27 Bridgeland		28 Cy-Creek Ranch		29 Cypress Creek Lakes		30 Towne Lake		
31-35	<b>Cypress North</b>	5300	\$156	\$228	\$296	\$351	\$386	\$452	\$506	\$699	
			31 Cypress Mill*	32 Sydney Harbour*	33 Villages of Cypress Lakes*		34 Cypress Ridge	35 Lakes of Rosehill			

**Official Online Newsletters** 8830 *These newsletters are only available online. The 'online only' price is for advertisers who do not run a print ad in other newsletters. Discounts are not applied to this area.*

online only	\$25	\$35	\$45	\$55	\$65	\$80	\$95	\$138
with print ad	\$10	\$14	\$18	\$22	\$26	\$32	\$38	\$55
	36 Windstone Colony		37 Westminister Landing		38 Westminister Village		39 Windsong	40 Glencairn
	41 Bear Creek Plantation		42 Canyon Village at Cypress Springs		44 Settler's Village		45 Brenwood II	

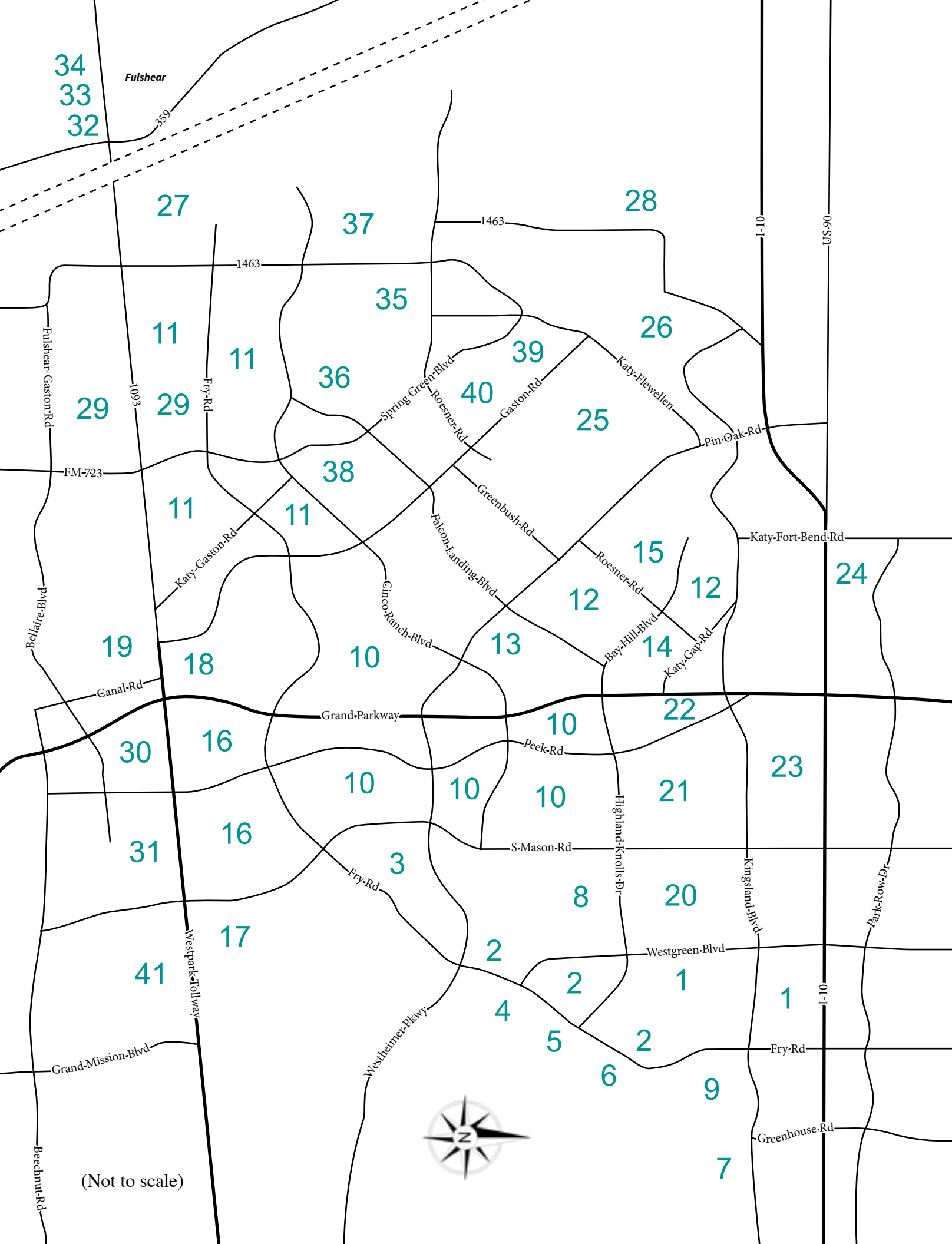
(Not to scale)

# Katy Area Newsletters

**Total Circulation:**  
**Print:** Appx 57,360 Homes  
**Online:** 7,850

**Deadline for Advertising:**  
 25th of second preceding month  
*(example: Jan 25 for March newsletters mailed in February)*

**Delivery Date:**  
 End of month prior  
 to publication date



Available Ad Sizes (W x H):			2 x 4	3 x 4	4 x 4	Quarter Pg	Third Pg	4 x 8	Half Page	Full Page
Map #	Newsletter / Group	Circulation	3.75 x 2 or 1.75 x 4	3.75 x 3 or 2.75 x 4	3.75 x 4	3.75 x 5 or 4.75 x 4	3.75 x 6, 5.75 x 4 or 7.7 x 3	3.75 x 8 or 7.7 x 4	7.7 x 5 or 3.75 x 10.25	8.5 x 11 (.125 bleed / .25 margin)
1	<b>Nottingham</b>	2350	\$70	\$102	\$132	\$157	\$172	\$202	\$226	\$313
2-3	<b>Katy Communicator</b>	2550	\$75	\$110	\$143	\$170	\$187	\$219	\$245	\$340
			2 Kelliwood		3 Willow Fork					
4-7	<b>The Lakes</b>	1010	\$33	\$48	\$62	\$73	\$81	\$94	\$106	\$147
			4 Lake Forest		5 Lakes of Buckingham		6 Heatherwood Park		7 Windsor Park Estates	
8	<b>Oak Park Trails</b>	1050	\$36	\$52	\$67	\$80	\$88	\$103	\$115	\$160
9	<b>Green Trails*</b>	2050	\$61	\$89	\$115	\$137	\$150	\$176	\$197	\$273
10	<b>Cinco Ranch I</b>	9300	\$198	\$290	\$376	\$446	\$490	\$574	\$644	\$891
11	<b>Cinco Ranch II</b>	6350	\$132	\$193	\$251	\$297	\$327	\$383	\$429	\$594
12-15	<b>Falcon Point</b>	2200	\$65	\$95	\$124	\$147	\$161	\$189	\$212	\$293
			12 Falcon Point		13 Falcon Ranch*		14 Falcon Point East*		15 Lake Pointe Estates	
16-17	<b>Grand Lakes*</b>	3550	\$105	\$154	\$200	\$236	\$260	\$305	\$342	\$473
			16 Grand Lakes*		17 Canyon Gate*					
18-19	<b>Seven Meadows</b>	2800	\$81	\$119	\$155	\$183	\$201	\$236	\$265	\$366
			18 Seven Meadows*		19 Bella Terra					
20	<b>Memorial Parkway*</b>	2230	\$66	\$97	\$125	\$149	\$163	\$191	\$215	\$297
21	<b>Cimarron*</b>	1530	\$45	\$66	\$86	\$102	\$112	\$131	\$147	\$204
22-24	<b>Governor's Place* / West Memorial*</b>	2200	\$68	\$100	\$130	\$154	\$169	\$198	\$222	\$308
			22 Governor's Place*		23 West Memorial*		24 Stone Crest*			
25-26	<b>Grayson Lakes* / Woodcreek</b>	925	\$31	\$45	\$59	\$70	\$77	\$90	\$101	\$140
			25 Grayson Lakes*		26 Woodcreek*					
27	<b>Cross Creek Ranch</b>	2335	\$68	\$100	\$129	\$153	\$168	\$197	\$221	\$306
28	<b>Firethorne</b>	2720	\$74	\$108	\$141	\$167	\$183	\$215	\$241	\$333
29-31	<b>Westheimer Lakes*</b>	3800	\$99	\$145	\$188	\$223	\$245	\$288	\$322	\$446
			29 Westheimer Lakes*		30 Parkway Lakes*		31 Lost Creek*			
32-34	<b>Fulshear</b>	2020	\$56	\$82	\$107	\$127	\$139	\$163	\$183	\$253
			32 Fullbrook		33 Fullbrook on Fulshear Creek		34 Weston Lakes			
35-40	<b>Katy West</b>	4750	\$141	\$206	\$267	\$316	\$348	\$408	\$457	\$633
			35 Cardiff Ranch		36 Pine Mill		37 Churchill Farms		38 King Lakes	
			39 Hawks Landing		40 Silver Ranch					
41	<b>Lakemont*</b>	2300	\$68	\$100	\$129	\$153	\$168	\$197	\$221	\$306

<b>Official Online Newsletters</b>	7850	<i>These newsletters are only available online. The 'online only' price is for advertisers who do not run a print ad in other newsletters. Discounts are not applied to this area.</i>								
online only		\$25	\$35	\$45	\$55	\$65	\$80	\$95	\$138	
with print ad		\$10	\$14	\$18	\$22	\$26	\$32	\$38	\$55	
		Williamsburg Colony Westfield Community		Williamsburg Settlement Westfield Terra		Creek Bend Estates Sundown Glen		Westlake / Westlake Forest Raintree Village		

(Not to scale)

# Ad Packages

The following packages contain neighborhoods grouped together by geographical location and/or other demographics. These prices include a discount from the sum of each newsletter in the package. Modifying the package by removing any of the newsletters which are a part of it will result in regular pricing for the remaining newsletters. We'll try our best but these prices may not be applied if the package is not specifically requested while you are advertising in all of the newsletters it contains.

Available Ad Sizes (W x H):		2 x 4	3 x 4	4 x 4	Quarter Pg	Third Pg	4 x 8	Half Page	Full Page
Newsletters	Circulation	3.75 x 2 or 1.75 x 4	3.75 x 3 or 2.75 x 4	3.75 x 4	3.75 x 5 or 4.75 x 4	3.75 x 6, 5.75 x 4 or 7.7 x 3	3.75 x 8 or 7.7 x 4	7.7 x 5 or 3.75 x 10.25	8.5 x 11 (.125 bleed / .25 margin)

## Hwy 6 / Cypress Packages

Package	Circulation	2 x 4	3 x 4	4 x 4	Quarter Pg	Third Pg	4 x 8	Half Page	Full Page
Copperfield Hearthstone Northwest Langham	13,360	\$344	\$504	\$655	\$774	\$851	\$998	\$1119	\$1549
Eldridge Concord Bridge / Twin Lakes The Colonies	7,400	\$213	\$311	\$404	\$478	\$526	\$617	\$691	\$957
Stone Gate Cypress North Cypres South	17,350	\$463	\$676	\$880	\$1042	\$1146	\$1342	\$1504	\$2081

## Katy / Fulshear Packages

Package	Circulation	2 x 4	3 x 4	4 x 4	Quarter Pg	Third Pg	4 x 8	Half Page	Full Page
Green Trails Nottingham Kelliwood The Lakes	7,850	\$227	\$332	\$429	\$510	\$560	\$656	\$735	\$1019
Katy West Fulshear Cross Creek Firethorne	11,625	\$322	\$471	\$612	\$725	\$796	\$934	\$1047	\$1449
Cinco Ranch 1 Cinco Ranch 2 Falcon Point / Falcon Ranch	17,750	\$375	\$549	\$713	\$846	\$929	\$1089	\$1221	\$1689
Grand Lakes Seven Meadows / Bella Terra Lakemont Westheimer Lakes	12,350	\$335	\$492	\$638	\$755	\$830	\$975	\$1093	\$1511
Memorial Parkway Cimarron West Memorial Oak Park Trails	7,000	\$204	\$299	\$388	\$461	\$505	\$592	\$664	\$921

# Discounts

7+ NEWSLETTERS

10%

Advertise in 7 or more newsletters in the same month and area to receive 10% off of your ad.

3MO+ CONTRACT

10%

Pay for three consecutive months in the same area at the time of booking to receive 10% off.

6MO+ CONTRACT

15%

Pay for six or more consecutive months in the same area at the time of booking to receive 15% off.

# Ad and Graphic Requirements

**TYPESSETTING IS INCLUDED**

- ✓ Photos, logos and other graphics must be at least 300 DPI at print size and received by the deadline.

OR

**SUBMIT YOUR OWN AD**

- ✓ Ad dimensions should match those listed on price list
- ✓ All images and artwork must be at least 300 DPI
- ✓ The color space should be CMYK. Please convert spot colors.
- ✓ We accept InDesign, Illustrator, Photoshop (non-flattened preferred), Word, PDF, or EPS.
- ✓ We DO NOT accept JPG, TIFF, GIF or other raster files for complete ads.
- ✓ Do not include crop marks.
- ✓ **FULL PAGE ADS ONLY:** Ad Size (Trim): 8.5"x11" - Margin: 0.25" - Bleed: 0.125"

Krenek Printing reserves the right to reject ads and/or images due to low quality or inappropriate content.



# Frequently Asked Questions

## How do I place a business ad in a newsletter published by Krenek Printing?

- 1 - Choose your areas and ad size from the price list. For further detail, see the pricing guide on the next page.
- 2 - Fill out and return an account information form. If you did not receive an account information form, we can fax or email one to you or you can download one as a part of the price list at [www.krenekprinting.com](http://www.krenekprinting.com).
- 3 - Send the content of your ad by fax to 281-463-2425 or by email to [ads@krenekprinting.com](mailto:ads@krenekprinting.com). Specific logos, photographs and artwork must be sent by email to [ads@krenekprinting.com](mailto:ads@krenekprinting.com). The content and payment for the ad are due by the deadline. We accept all forms of payment.
- 4 - You will receive confirmation of your ad by phone or email.

## Will Krenek Printing create an ad for me?

Yes. We will design an ad for you at no additional charge. We encourage you to provide us with full details and any ideas you have. (Charges may incur for excessive changes on proof or detailed layouts).

## When can I expect a proof for my ad?

After the deadline, you will receive a proof of your ad from one of our graphic artists. At this time, you will have an opportunity to catch any errors, typos or make minor changes. Proofs must be approved and returned in a timely manner to avoid errors in publishing.

## Can I pay for placement of my ad?

We offer placement on the back cover or page 2\* when it is available. We do not offer any other paid placement.

*\*Only available in specific sizes.*

## How are ads placed in the newsletters?

Randomly. We have a system to track the placement of ads and we make every effort to rotate the ads on a monthly basis with consideration to past placements. Other factors, however, are involved and we cannot guarantee any particular placement of your ad.

## What is the deadline to place an ad?

Business advertisements for the Katy area must be received by the 25th of the second month preceding publication. The date printed on the newsletter will be the month following publication. (For example, January 25th is the deadline for March issue, which is delivered at the end of February).

Business advertisements for the Hwy 6 / Cypress area must be received by the 10th of the month preceding publication.



### Printing Services

- Flyers
- Brochures
- Pamphlets
- Booklets
- Newsletters
- Postcards
- Envelopes
- Layout Design
- Mailing Services
  - Direct (EDDM)
  - Bulk
  - First Class

### Branded Merchandise

- Drinkware
- Writing Instruments
- Bags - Single Use & Reusable
- Desk Accessories
- Technology Items
- Food Gifts
- Toys & Games
- Golf
- And anything else you can imagine...

### Marketing Services

- Graphic Design
- Website Design
- Custom Packaging
- Collateral Material
- Promotions
- Company Logo Design

### Corporate Apparel

### Uniform Programs

### eCommerce Solutions

- Consumer Webstores
- Company Stores

## NOW OFFERING A FULL RANGE OF BUSINESS SOLUTIONS

WHETHER YOU NEED ADVERTISING, PRINTED MATERIALS, BRANDED MERCHANDISE, A WEBSITE OR ANYTHING FOR YOUR BUSINESS...

**WE HAVE THE SOLUTION FOR YOU!**

## Print Services

Krenek Printing provides a full range of printing, layout and mailing services. We can match the design of your materials and advertisement for brand consistency.



## Marketing Materials

We are happy to announce a new line of products through our partnership with Fazzari Marketing! Krenek Printing & Fazzari Marketing will allow you to target your audience, giving you creative, professional options to promote your business.





**Krenek Printing**  
NEIGHBORHOOD NEWSLETTERS LLC

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