

2025 MEDIA KIT SCHEDULE



EVERY issue includes ARTS, BUSINESS, DINING, EDUCATION, ENTERTAINMENT, HEALTH, HOME, LOCAL, SHOPPING, and MORE!

FEB-MAR

Azalea Trail, Financial, Home Improvement, Tyler Heart Ball, UT Tyler Patriot Golf Classic Women's Symphony League Ball

APR-MAY

Legal, Mother's Day, Summer Planner

JUNE-JULY

Education, Father's Day, Graduates, TABA Parade of Homes™, Tyler Cattle Baron's Ball

AUG-SEPT

Fall Planner, Health, Texas Rose Festival

OCT-NOV

Holiday Gift Guide, JLT Mistletoe & Magic, Texas Rose Festival, Tyler Junior College

DEC-JAN

Philanthropy and The Giving Guide, Retirement, Wedding

Issue Insertion:

Feb/Mar 2025
April/May 2025
June/July 2025
Aug/Sept 2025
Oct/Nov 2025
Dec 2025/Jan 2026

IO/Placement Due:

Monday, Jan 13, 2025
Monday, Mar 10, 2025
Monday, May 12, 2025
Monday, July 14, 2025
Monday, Sept 8, 2025
Monday, Nov 10, 2025

Creative Due:

Monday, Jan 13, 2025
Monday, Mar 10, 2025
Monday, May 12, 2025
Monday, July 14, 2025
Monday, Sept 8, 2025
Monday, Nov 10, 2025

To Print:

Monday, Jan 20, 2025
Monday, Mar 17, 2025
Monday, May 19, 2025
Monday, July 21, 2025
Monday, Sept 15, 2025
Monday, Nov 17, 2025

In Racks:

Monday, Feb 3, 2025
Monday, Mar 31, 2025
Monday, June 2, 2025
Monday, Aug 4, 2025
Monday, Sept 29, 2025
Monday, Dec 1, 2025

RATES/DIMENSIONS

ADSIZE	DIMENSIONS	1X	2X	3X	6X	Preferred Positions (Annual Contract Required)
*TWO-Page/DOUBLE/TRUCK	16.25" W X 10.875" H	\$4,560	\$4,240	\$3,920	\$3,370	Inside Front (Left Read) \$2,800
FULL Page TRIM	8.125" W X 10.875" H	\$2,280	\$2,120	\$1,960	\$1,685	Inside Facing (Page 1) \$2,800
*FULL Page BLEED	8.125" W X 10.875" H	\$2,280	\$2,120	\$1,960	\$1,685	Facing Features (Page 3) \$1,950
2/3 Page Vertical	4.5" W X 10" H	\$2,120	\$1,935	\$1,750	\$1,425	Facing Departments (Page 5) \$1,950
1/2 Page Horizontal	7" W X 4.875" H	\$1,900	\$1,715	\$1,530	\$1,220	Adjacent Masthead (2/3 Vertical)(Page6) \$1,650
1/2 Page Vertical	3.375" W X 10" H	\$1,900	\$1,715	\$1,530	\$1,220	Facing Masthead (page 7) \$1,950
1/3 Vertical	2.1875" W X 10" H	\$1,695	\$1,500	\$1,305	\$995	Facing "From the Editor" (Page 9) \$1,950
1/3 Square	4.5" W X 4.875" H	\$1,695	\$1,500	\$1,305	\$995	Forward Placements (Page 10-19) \$1,950
1/4 Page	3.375" W X 4.875" H	\$1,545	\$1,355	\$1,165	\$855	Subscription Card Insert (Page Varies) \$1,950
1/6 Vertical	2.1875" W X 4.875" H	\$890	\$770	\$650	\$455	Inside Back Facing (Left Read) \$2,500
1/6 Horizontal	4.5" W X 2.25" H	\$890	\$770	\$650	\$455	Inside Back Cover (Right Read) \$2,500
						Specified Page Placements (Section Intro, etc.) \$1,950
						Back Cover \$3,000

Dining & Entertainment Guide: Templated format. Equivalent to 1/3 Horizontal.

Special Section Sponsorship: Includes two (2) full-page ads and logo on each page of 10-12 page section.

Rotating Banner Ad: with required print ad placement in print issue. Rate per issue.

Facebook Promotion: Twice per issue maximum with required print ad placement in print issue.

Email Blast with Resend: With required print ad placement in print issue.

Cancellation Policy: Deadline for advertisement cancellation is 7 days prior to print date. A 50% cancellation fee will apply.

Payment: Due upon receipt for existing accounts. New accounts are payable at time of placement.

TYLER TODAY Magazine accepts ACH bank drafts, checks, and cash. All major credit cards accepted with a 3.5% processing fee.

1X \$750 - 6X \$500

\$6,000

\$200

\$100

\$500

RATES EFFECTIVE DECEMBER 1, 2024 for 2025

SPECS

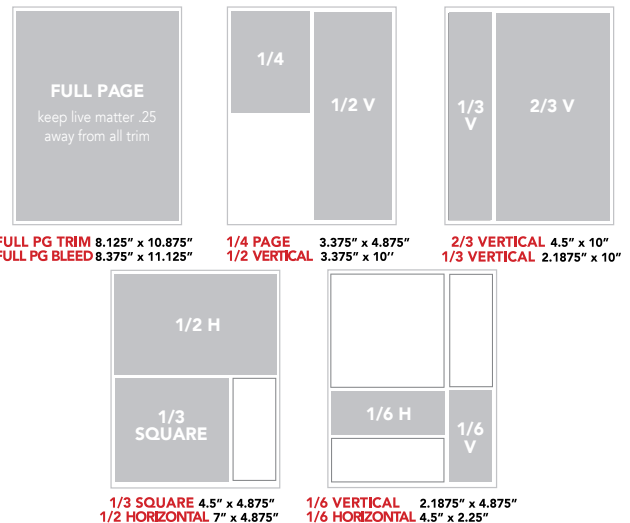
SPECIFICATIONS: "Camera ready" CMYK or grayscale digital files must be in the following format: eps, pdf, jpg or tiff saved as a high resolution (300dpi) file. Files must include fonts (eps files please convert to outlines). Ads should be emailed directly to your Sales Executive.

PRODUCTION CHARGES: Basic ad production is \$90/hr. This includes work required to meet magazine specifications on prebuilt ads sent to us for publication. Duplication of ads for other publications may result in additional charges if resizing is required. Logos, photography and other design services are available. Contact us if interested.

TERMS: Publisher reserves the right to reject any advertisement or to request alteration prior to publication of material. Advertisers assume liability for any approved ad printed.

***DOUBLE/TRUCK:** Trim Size 16.25" W X 10.875" H; Add .125 bleed outside of these dimensions; keep margins .50 from trim edge.

***FULL Page BLEED:** 8.125" W X 10.875" H; add .125 bleed outside of these dimensions; keep margins .50 from trim edge.



tylertoday

M A G A Z I N E

2025 CONTENT SCHEDULE

TYLER TODAY Magazine offers interesting profiles about the people and events that make Tyler and Smith County unique - the perfect blend of informative content, colorful photography and a broad-base of advertiser support that ranks TYLER TODAY as one of the finest periodicals of its kind in Texas!

- Published six-times per year; 15,000 copies distributed; 90,000+ readers per issue.
- Seen by visitors to Tyler because each issue is placed in Tyler's best hotels.
- Copies are displayed at Tyler's most-visited attractions, such as the Tyler Rose Garden, museums, local colleges, and universities.
- Each issue is mailed and emailed to members of the Tyler Area Chamber of Commerce, to TYLER TODAY advertisers, to TYLER TODAY subscribers, and more.
- Significant market penetration in distribution locations for non-subscribers to purchase copies that include Brookshire Grocery Stores in Smith County, FRESH by Brookshire's, and Barnes & Noble in Tyler. Also, the Tyler Rose Museum Gift Shop.
- Available in area dental offices, medical offices/facilities, offices, salons, spas, Tyler Pounds Regional Airport, Tyler Area Chamber of Commerce offices, and at retail advertiser locations throughout Smith County.

Of the 15,000 copies published and read by 90,000 readers:

- 30% are purchased at Newsstands
- 30% are mailed to Subscribers (mailed complimentary to Chamber of Commerce membership)
- 40% are distributed complimentary to Salons, Spas, Medical, Dental, Hotels, Advertisers, Chamber of Commerce

February/March 2025

Space reservation Now - January 13th
Content/Articles due January 1st or earlier
Ads/Guide Elements due January 1st - 13th
To Print January 20th
In Racks February 3rd

- **AZALEA TRAIL**
- **FINANCIAL** Section and Guide - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in FINANCIAL GUIDE logo; 60-word text; phone number and website
- **HOME IMPROVEMENT** Section and Guide - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in HOME IMPROVEMENT GUIDE image AND logo; 50-word text; address; phone number; and website.
- **SPRING SHOPPING** Guide - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in SHOPPING GUIDE image; address/location; phone number; website. (Does not include additional text/description.)
- **TYLER HEART BALL** benefiting the American Heart Association.
- **UT TYLER PATRIOT GOLF CLASSIC** benefiting UT Tyler Scholarships.
- **WOMEN'S SYMPHONY LEAGUE BALL** benefiting the East Texas Symphony Orchestra and Music Education in East Texas.

April/May 2025

Space reservation Now - March 10th
Content/Articles due March 1st or earlier
Ads/Guide Elements due March 1st - 10th
To Print March 17th
In Racks March 31st

- **LEGAL** Section and Guide - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in LEGAL GUIDE image AND logo; 50-word text; address; phone number; and website.
- **SUMMER** Planner - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in SUMMER PLANNER image AND logo; 50-word text; address; phone number; and website.
- **MOTHER'S DAY** Shopping Guide - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in SHOPPING GUIDE image; address/location; phone number; website. (Does not include additional text/description.)
- **GRADUATION** Shopping Guide - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in SHOPPING GUIDE image; address/location; phone number; website. (Does not include additional text/description.)

June/July 2025

Space reservation Now - May 12th
Content/Articles due May 1st or earlier
Ads/Guide Elements due May 1st - 12th
To Print May 19th
In Racks June 2nd

- **EDUCATION** Section and Guide - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in EDUCATION GUIDE image AND logo; 50-word text; address; phone number; and website.
- **FATHER'S DAY** Shopping Guide - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in SHOPPING GUIDE image; address/location; phone number; website. (Does not include additional text/description.)
- **SALUTE TO THE CLASS OF 2025 SPECIAL SECTION** - With tribute ads from businesses and families (*discounted rates for personal ads without logo).
- **TYLER AREA BUILDERS ASSOCIATION PARADE OF HOMES** Section and Guide - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in TABA PARADE OF HOMES GUIDE image AND logo; 50-word text; address; phone number; and website.
- **TYLER CATTLE BARON'S BALL SPECIAL SECTION** benefiting the American Cancer Society.

August/September 2025

Space reservation Now - July 14th
Content/Articles due July 1st or earlier
Ads/Guide Elements due July 1st - 14th
To Print July 21st
In Racks August 4th

- **HEALTH** Section and Guide - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in HEALTH GUIDE image AND logo; 50-word text; address; phone number; website.
- **FALL PLANNER** - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in FALL PLANNER image AND logo; 50-word text; address; phone number; website.
- **FALL SHOPPING Guide** - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in SHOPPING GUIDE image; address/location; phone number; website. (Does not include additional text/description.)
- **TEXAS ROSE FESTIVAL SPECIAL SECTION** - Featuring the 2025 TRF Schedule of Events and profiles on Rose Queen and participants.

October/November 2025

Space reservation Now - September 8th
Content/Articles due September 1st or earlier
Ads/Guide Elements due September 1st - 8th
To Print September 15th
In Racks September 29th

- **HOLIDAY GIFT GUIDE** - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in HOLIDAY GIFT GUIDE image; address/location; phone number; website. (Does not include additional text/description.)
- **JUNIOR LEAGUE OF TYLER - MISTLETOE & MAGIC** - Special Section
- **TEXAS ROSE FESTIVAL** - Tributes and Special Advertising Section
- **TYLER JUNIOR COLLEGE** - Special Section

December 2025/January 2026

Space reservation Now - November 10th
Content/Articles due November 1st or earlier
Ads/ Guide Elements due November 1st - 10th
To Print November 17th
In Racks December 1st

- **PHILANTHROPY AND THE GIVING GUIDE** - (Must be a Nonprofit/Charitable Organization) With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in THE GIVING GUIDE image AND logo; 30-word text; phone number; website.
- **RETIREMENT** Section and Guide - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in RETIREMENT GUIDE image AND logo; 50-word text; phone number; website.
- **SHOP LOCAL** - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in SHOPPING GUIDE image; address/location; phone number; website. (Does not include additional text/description.)
- **WEDDING** Section and Shopping Guide - With 1/4 page or larger ad placement, advertiser receives (Bonus Added Value = \$400 value) inclusion in WEDDING GUIDE image AND logo; 50-word text; phone number; website.

RATES EFFECTIVE DECEMBER 1, 2024 for 2025

Cancellation Policy Deadline for advertisement cancellation is 7 days prior to print date. A 50% cancellation fee will apply.