

# 2026 501(c)(3) MEDIA KIT SCHEDULE

tylertoday  
MAGAZINE

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

## FEB-MAR

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

## APR-MAY

Legal,  
Mother's Day,  
Summer Planner,  
Tyler Go Red for Women

## JUNE-JULY

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

## AUG-SEPT

Fall Planner,  
Health,  
Texas Rose Festival,  
United Way Smith County

## OCT-NOV

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

## DEC-JAN

Philanthropy and  
The Giving Guide,  
Retirement,  
Shop Local,  
Wedding

### Issue Insertion:

Feb/Mar 2026  
April/May 2026  
June/July 2026  
Aug/Sept 2026  
Oct/Nov 2026  
Dec 2026/Jan 2027

### IO/Placement Due:

Monday, Jan 12, 2026  
Monday, Mar 16, 2026  
Monday, May 11, 2026  
Monday, July 13, 2026  
Tuesday, Sept 8, 2026  
Monday, Nov 9, 2026

### Creative Due:

Monday, Jan 12, 2026  
Monday, Mar 16, 2026  
Monday, May 11, 2026  
Monday, July 13, 2026  
Tuesday, Sept 8, 2026  
Monday, Nov 9, 2026

### To Print:

Monday, Jan 19, 2026  
Monday, Mar 23, 2026  
Monday, May 18, 2026  
Monday, July 20, 2026  
Monday, Sept 14, 2026  
Monday, Nov 16, 2026

### In Racks:

Monday, Feb 2, 2026  
Monday, Apr 6, 2026  
Tuesday, June 2, 2026  
Monday, Aug 3, 2026  
Monday, Sept 28, 2026  
Tuesday, Dec 1, 2026

## RATES/DIMENSIONS 501(c)(3) Proof of 501(c)(3) required.

AD SIZE	DIMENSIONS	501(c)(3)
*TWO-Page/DOUBLE/TRUCK	16.25" W X 10.875" H	\$2,850
FULL Page TRIM	8.125" W X 10.875" H	\$1,425
*FULL Page BLEED	8.125" W X 10.875" H	\$1,425
2/3 Page Vertical	4.5" W X 10" H	\$1,220
1/2 Page Horizontal	7" W X 4.875" H	\$995
1/2 Page Vertical	3.375" W X 10" H	\$995
1/3 Vertical	2.1875" W X 10" H	\$855
1/3 Square	4.5" W X 4.875" H	\$855
1/4 Page	3.375" W X 4.875" H	\$455

**Note:** Please do not include crop marks/trim marks unless it is a full bleed ad.

**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

### Preferred Positions (Annual Contract Required)

Inside Front (Left Read) .....	\$2,800
Inside Facing (Page 1) .....	\$2,800
Facing Features (Page 3) .....	\$1,950
Facing Departments (Page 5) .....	\$1,950
Adjacent Masthead (2/3 Vertical)(Page6) .....	\$1,650
Facing Masthead (page 7) .....	\$1,950
Facing "From the Editor" (Page 9) .....	\$1,950
Forward Placements (Page 10-19) .....	\$1,950
Subscription Card Insert (Page Varies) .....	\$1,950
Inside Back Facing (Left Read) .....	\$2,500
Inside Back Cover (Right Read) .....	\$2,500
Specified Page Placements (Section Intro, etc.) .....	\$1,950
Back Cover .....	\$3,000

### RATES EFFECTIVE DECEMBER 1, 2025 for 2026

## SPECS

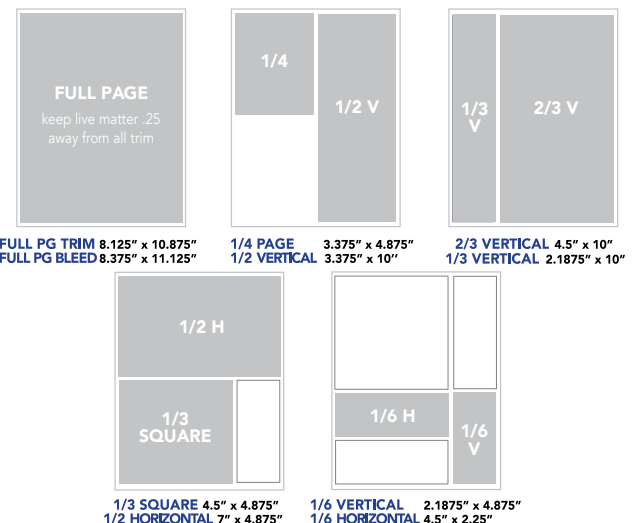
**SPECIFICATIONS:** "Camera ready" CMYK or grayscale digital files must be in the following format: eps, pdf, jpg or tiff saved as a high resolution (300dpi) file. Files must include fonts (eps files please convert to outlines). Ads should be emailed directly to your Sales Executive.

**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

## 2026 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, Visit Tyler, 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 2026

Space reservation Now - January 12th

**Content/Articles due January 1st or earlier**

**Ads/Guide Elements due January 1st - 12th**

**To Print January 19th**

**In Racks February 2nd**

- **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; address; phone number; 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; 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.)
- **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 2026

Space reservation Now - March 16th

**Content/Articles due March 1st or earlier**

**Ads/Guide Elements due March 1st - 16th**

**To Print March 23rd**

**In Racks April 6th**

- **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; website.
- **SUMMER PLANNER** Section and Guide - 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; website.
- **MOTHER'S DAY** Section and 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.)
- **Tyler Go Red for Women** benefiting the American Heart Association.

## June/July 2026

Space reservation Now - May 11th

**Content/Articles due May 1st or earlier**

**Ads/Guide Elements due May 1st - 11th**

**To Print May 18th**

**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; 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 2026 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; website.
- **TYLER CATTLE BARON'S BALL SPECIAL SECTION** benefiting the American Cancer Society.

## August/September 2026

Space reservation Now - July 13th

**Content/Articles due July 1st or earlier**

**Ads/Guide Elements due July 1st - 13th**

**To Print July 20th**

**In Racks August 3rd**

- **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 2026 TRF Schedule of Events and profiles on Rose Queen and participants.
- **UNITED WAY SMITH COUNTY SPECIAL SECTION** - Featuring UWSC Annual Campaign benefiting nonprofit partners.

## October/November 2026

Space reservation Now - September 8th

**Content/Articles due September 1st or earlier**

**Ads/Guide Elements due September 1st - 8th**

**To Print September 14th**

**In Racks September 28th**

- **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 2026/January 2027

Space reservation Now - November 9th

**Content/Articles due November 1st or earlier**

**Ads/Guide Elements due November 1st - 9th**

**To Print November 16th**

**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; address; 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 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; address; phone number; website.

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