

## Altom Marketing Group

Pricing will depend on a number of factors since it is highly customized for you. Also the digital marketing team would need to have a meeting with you to get more info on exactly what you need before coming up with a proposal. But here is some BALLPARK numbers I can give you, again it may change once they look at your needs in depth.

**Local SEO** - Approximately \$200 a month with 6 month minimum. It involves a team making sure that you are on the front page of a Google search. They facilitate getting people to review your Google listing, respond to positive reviews and alert you to negative ones and guide you through responding.

**Marketing ads** - Minimum monthly price is \$320.00 with minimum of 3 months recommended. Price is determined by the demographic you want to target and how specific you want it to be. These are ads that appear on websites, or "digital billboards."

**Content creation** - depends on the content, how often, how many platforms...

**Banners** - can probably be added into content creation

**Advertising in the magazine** - see the attached media sheet BUT know that we just increased our prices after staying the same for 3 years. We will still honor the price sheet I gave you but only for a short while longer. You can always enter into an agreement now for the old pricing even if it's for a future event.

**Tourism app** - we have never done anything like it so we have no pricing on it. It would involve more conversation but we all think that instead of an app it would be best to use a series of QR codes that take you to a webpage with recorded history and pictures.

**Occasional creative writing for blogs** - not something we typically offer so we don't have a price set I can give you but we do have a team of writers so we can do it. Again, it depends on word count and how often it would be needed.

**MontgomeryTexas.gov** : I like the way the banner works on this page, I don't think I would change anything except update the photos with newer ones.

**VisitMontgomeryTexas.com** : The drone photo on the home page is amazing!! The website could use a lot of work though. And it is a repeat of a lot of the info on the "Tourism & Marketing" page of the government site.

Here's something to think about...maybe you treat "City of Montgomery" and "Historic Montgomery" as two separate entities. They would use these two websites but the events, tourism, shops, event calendar, walking tour...all be on the "Visit Montgomery" website. Then you could also have two separate Google listings, one for the city where everyone complains about utilities, services, and speeding tickets, and one dedicated only to tourism where people can rave out how wonderful we are to visit. Having the two websites link to each other helps with SEO for both of them.

If you went that route I would change "[VisitMontgomeryTexas.com](http://VisitMontgomeryTexas.com) to [HistoricMontgomeryTexas.com](http://HistoricMontgomeryTexas.com)" so on the Google listing it would be more of a place name of Historic Montgomery rather than a command to visit. The website name change is a simple and cheap one.

Just something to think about. Call or text with anything.

Best regards,  
Leah Lamp  
Altom Marketing Group

SEO \$200 a month with 6 month minimum  
Ads \$320.00 with minimum of 3 months

# THE ALTOM MARKETING GROUP

YOUR COMPLETE RESOURCE  
FOR MARKETING AND MEDIA SERVICES



# ALTOM CONSULTING & MARKETING, INC.

FULL-SERVICE ADVERTISING AGENCY  
ESTABLISHED 2001

Altom Consulting & Marketing, Inc. (ACMI) is a full service digital and traditional media agency located in Huntsville, TX. We provide our clients planning, buying, and promotional services for both traditional and digital media.

Our team is responsible for the media management for a broad range of industries including: healthcare, education, retail business, financial services, and home services.

In addition to media management, we provide services in printing and promotional products. We are a woman-owned business which is an established vendor with TDCJ, Windham School District, and Huntsville Memorial Hospital.

Our philosophy is simple. Know our customer. Know the consumers they want to reach. Know the media and how best to utilize it...then utilize our knowledge and relationships to extend the client's message in the most effective way possible.

In addition, ACMI also provides creative services for area businesses, organizations and non-profits as needed. Our job is to utilize the power of simplicity to create ideas that have the power to leave an unforgettable impression on your audience (as well as your company's bottom line).



# POSTCARDS MAGAZINES

COMMUNITY MAGAZINE GROUP  
SERVING TWO DISTINCT AREAS AND  
A WORLDWIDE ONLINE AUDIENCE

**Postcards Magazines** are community-based publications with a distribution that is direct mailed to the communities we serve.

## **PINEY WOODS EDITION**

25,000 copies per month serving the greater Huntsville area including Madisonville, New Waverly, Trinity, Riverside and Midway

## **LAKE CONROE EDITION**

25,000 copies per month serving the Lake Conroe community in the cities of Willis, Conroe and Montgomery.

## **WWW.POSTCARDSLIVE.COM**

Our monthly magazines are hosted here as free digital flip versions along with a searchable database of stories. Readers send all their submissions through our website and we engage readers across the globe.

**Postcards Magazine** is a locally owned publication featuring uplifting and informative articles while providing advertising space for local businesses to increase their brand awareness in the community. Many of our advertisers have been with us since we began in 2011.



# ALTOM DIGITAL MARKETING

TAKING THE POWER OF YOUR BRAND AND  
TARGETING TO THE INDIVIDUALS YOU WANT

Digital marketing your products and services to consumers involves the use of websites, mobile devices, social media, search engines, and other similar channels. Altom Digital is specifically aligned to help you create internet advertising that works for you and gets you seen. From streaming to SEO to programmatic. We do it all.

## **SEO - LOCAL AND ORGANIC**

They are both SEO, but they are really very different.

## **TARGETED DIGITAL ADVERTISING**

Standard Display, Geo-Fencing, Content, Behavior, Site Re-targeting, Keywords, and Geo-targeting are just a few of the ways to reach your audience. What is best? We can walk through a Client Needs Analysis in just a few minutes to find out!

## **SOCIAL MEDIA ADVERTISING**

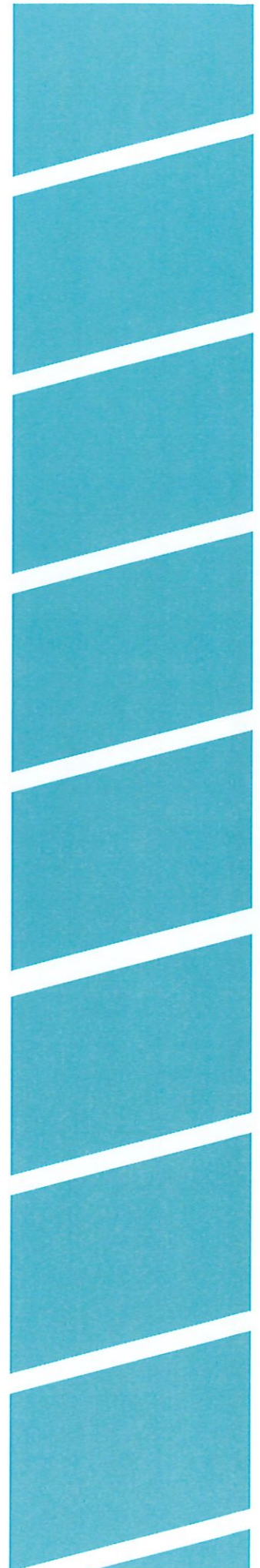
It's more than boosting your Facebook posts. Much more.

## **STREAMING SERVICES**

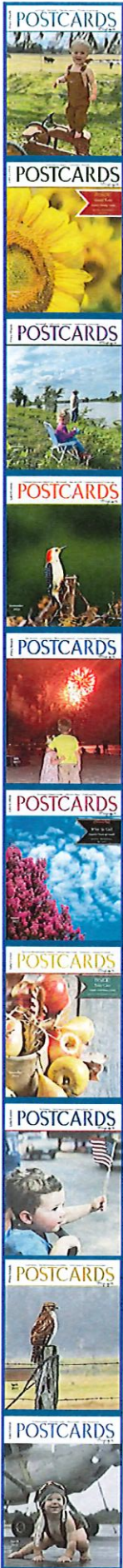
Whether you want audio streaming (on services like Spotify and Pandora), or you would like online video ads (served as commercials on websites, on YouTube or streaming TV), our team of experts can handle it for you.

## **THE BEST PART?**

We give you access to a live digital dashboard to see how all your marketing is performing. We want to work together to make it work for you.







# POSTCARDS

Magazine

## Advertising Rates

Effective 1-1-2023

Create Top of Mind Market Awareness for a Low Monthly Investment!

*Postcards Magazine*™ prints two community editions each month **PLUS** online digital versions of each. These magazines are delivered via direct mail to homeowners and subscribers. Additional copies are rack delivered at no charge.

**Piney Woods** serves Walker, Madison and Trinity counties.

**Lake Conroe** serves Conroe, Willis and Montgomery areas.

### AD RATES

#### Premium Positions

	12x	24x	36x
Back Cover	\$1595	\$1518	\$1426
Inside Front Cover	\$1495	\$1388	\$1276
Inside Back Cover	\$1495	\$1388	\$1276
Page 3	\$1495	\$1388	\$1276
Page 4-7	\$1395	\$1198	\$1096
Table of contents	\$575	\$528	\$486
Page Sponsor Add-On	\$100	\$75	\$50

#### Ad Size

	12x	24x	36x
2 Page Spread	\$1945	\$1798	\$1556
Full pg	\$1135	\$1058	\$916
2/3 pg	\$815	\$778	\$656
1/2 pg	\$645	\$608	\$516
1/3 pg	\$455	\$418	\$366
1/4 pg	\$365	\$338	\$296
1/6 pg	\$255	\$238	\$206
1/8 pg (Marketplace)	\$205	\$188	\$166

### DISCOUNTS • SPECIAL PRICING • GENERAL INFO

#### MULTI-ISSUE

Purchase more than one edition of *Postcards Magazine* and qualify for a multi-issue discount of 10% on each.

#### CHURCH RATE

All advertising for churches is 1/2 off the 12x or applicable rate.

#### CHARITABLE ORGANIZATION RATE

May use the 12x rate. If running 12x may use the 24x rate, etc.

#### POLITICAL RATES

May use the 12x rate.

#### PREPAY DISCOUNT

Additional 5% if contract is paid in full by check.

#### FULL COLOR

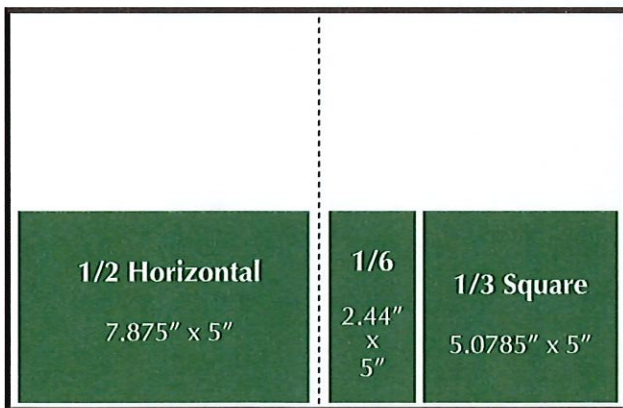
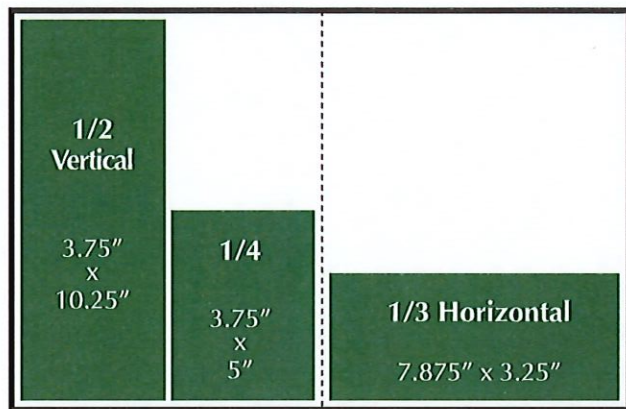
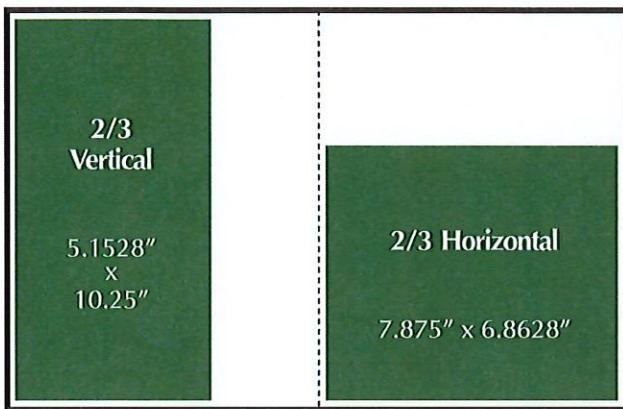
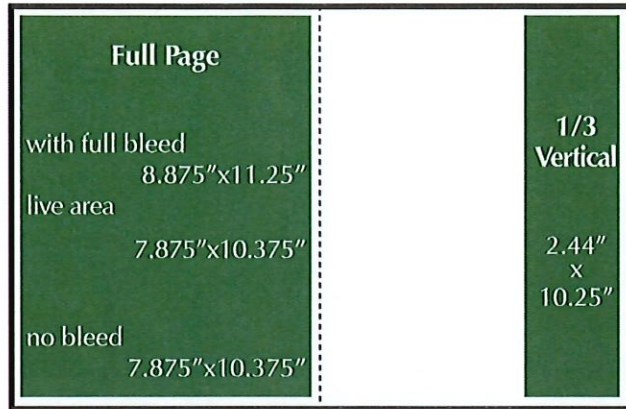
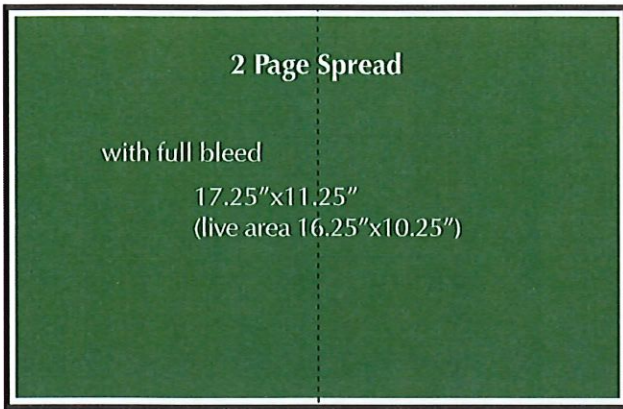
Included at **no additional charge**.

#### TERMS

**Balance is due in full** at time of final proof.

## DISPLAY ADS

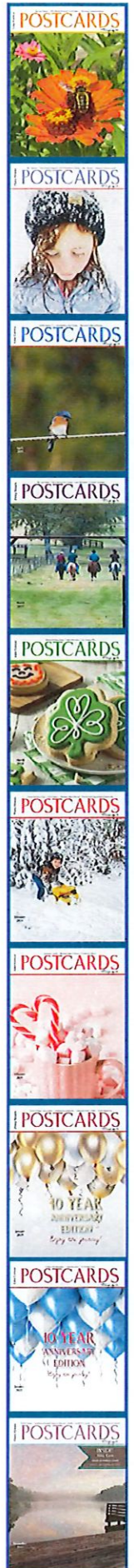
Unlike many publications, we do not publish page after page of stacked ads. We place ads throughout the magazine with plenty of content to make sure our advertisers' messages stand out.



## DEADLINES AND FILE REQUIREMENTS

- Advertising Space Reservation due on the 1st of the month prior to publication.
- No cancellation or changes accepted after Space Reservation Deadline. No exceptions.
- Ad Copy/Design due by the 8th of the month prior to publication.
- Digital files must be submitted as High Resolution PDF or JPG - 300 dpi at 100% - preferably CMYK.
- Magazines are normally in the mail several days prior to the first of each month.
- Customers receive one hour of complimentary ad design. If required, additional design time will be billed at \$45/hour.

*Example: For an ad to run in the March issue, the ad space must be reserved by February 1 with ad submission by February 8.*





# POSTCARDS

Magazine

**BRINGING PEOPLE TOGETHER ... it's what we believe a community magazine does!**

As the world becomes more global, people are looking for local and embracing home. That is one of the reasons community magazines are the ONLY print media that is GROWING! Why?

- **We are Interesting!** Our focus is for readers to say "I didn't know that!"
- **Postcards' Readers Participate!** That translates to loyalty – to us and our advertisers. The average reader is engaged and spends an average 41 minutes reading each issue.
- **Longer Shelf Life!** At the end of the day, there are still many readers who want a tangible copy they can count on and trust. A physical magazine has become something of a luxury—a simple enjoyment that makes us slow down, and cuts through the clutter of the digital information world. **After all, you can't put a website on your coffee table!**

Postcards Magazines direct mails each of our editions to selected areas and subdivisions highly sought after by advertisers and agencies. These areas reach a market segment with higher spendable incomes.

## **PINEY WOODS EDITION - 25,000 copies per month**

95% direct mailed – remainder distributed through high-traffic locations

Serves Huntsville • New Waverly • Trinity • Riverside • Madisonville • Midway

Subdivisions and areas reached include: Elkins Lake, Timberwilde, Canyon Ranch, Westridge, Waterwood, Westwood Shores, and more!

## **LAKE CONROE EDITION - 25,000 copies per month**

94% direct mailed – remainder distributed through high-traffic locations

Serves Willis • Montgomery • Conroe

Subdivisions and areas reached include: Bentwater, April Sound, Graystone Hills, Longmire, Panorama Village, Seven Coves, Walden, and more!

**Postcards Magazines™** print 50,000 copies per month. With an estimated readership of 2.8 readers per copy, your advertising print message reaches more than **140,000 readers per month**. Digital issues are also archived and available online at no additional charge.

## **Straight from our Readers and Advertisers**

*In a world of evil and chaos, Postcards is always a feel-good, pick-me-up read! I never miss a publication.*

**Erin Richie**

*I love learning about people in our community and the story of their businesses. Shopping local, supporting local is so important and to know more about the people behind the business is awesome.*

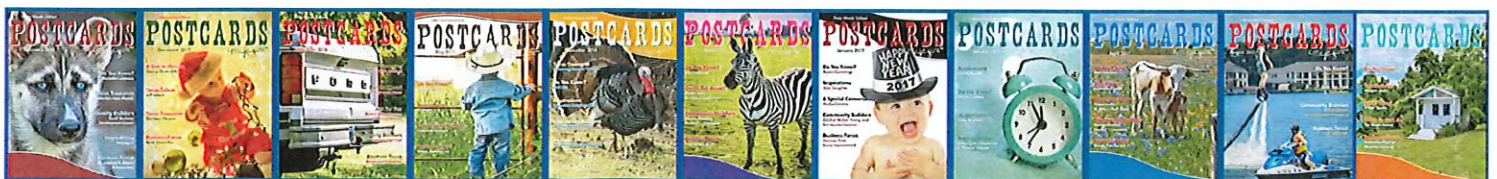
**Laura Nesselrode**

*We have seen a steady increase in traffic at our shop, especially from the Montgomery County area! Thanks Postcards!*

**Kim Bius, Kim's Home and Garden Center**  
Advertiser in both Lake Conroe and Piney Woods editions

*At Texas Generator Solutions, we are true believers in "Community is everything." Without the trust in our community there is no business. We are a family-owned and operated business here for the long term. There are a lot of different ways to get your name out there...Postcards Magazines has been amazing for our growth. We have received numerous calls and have taken up to 3-4 customer call-ins in one day. We love our Postcards family and the customers we have obtained from this great publication. Thank you, Postcards Magazine, for everything you have done for us!*

**Dustin Sorensen & The Team at Texas Generator Solutions**  
Advertiser in both Lake Conroe and Piney Woods editions



# POSTCARDS Magazine Demographic Information

[www.postcardslive.com](http://www.postcardslive.com)  
936.293.1188

## **Piney Woods** *distribution 77340, 77320, 77342, 77358, 77864, 75852, 77367, 75862*

Communities Served: Huntsville, New Waverly, Madisonville, Trinity, Riverside, Midway

**Rate Base:** 25,000+      **Print Run:** 25,000+      **Total Readers Per Issue:** 80,000+

### **Direct Mail: 95%**

*includes Elkins Lake, Timberwilde, Westridge, Holleman Ranch, Forest Hills and more*

### **Controlled Pick-up Stands and Subscriptions: 5%**

*includes selected high traffic and high readership locations*

### **Our Readers:**

**Average Age:** 45-75      **Female:** 63%      **Male:** 37%.  
**Average Income:** 53,000+      **Average Home Value:** \$175,000

## **Lake Conroe** *distribution 77356, 77316, 77318, 77378, 77304, 77303*

Communities Served: Montgomery, Willis, Conroe, Lake Conroe

**Rate Base:** 25,000+      **Print Run:** 25,000+      **Total Readers Per Issue:** 80,000+

### **Direct Mail: 97%**

*includes Bentwater, April Sound, Walden, Del Lago, Seven Coves, Panorama Village, Corinthian Point, Rivershire, Longmire, West Fork, White Oak Ranch and many more!*

### **Controlled Pick-up Stands and Subscriptions: 3%**

*includes selected high traffic and high readership locations*

### **Our Readers:**

**Average Age:** 45-75      **Female:** 68%      **Male:** 32%.  
**Average Income:** 76,800+      **Average Home Value:** \$289,000

# POSTCARDS

Magazine

Mail Distribution  
by Zip Code\*

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

## PINEY WOODS EDITION

25,000 COPIES PER MONTH

HUNTSVILLE – 51%

77320 - 5,832

77340 - 5,329

77342 - 1,374

Total -12,535

TRINITY – 17%

75862 - 4,221

NEW WAVERLY – 11%

77358 - 2,589

MADISONVILLE – 12%

77864 - 2,899

MIDWAY – 3%

75852 - 857

RIVERSIDE – 2%

77367 - 464

## LAKE CONROE EDITION

25,000 COPIES PER MONTH

MONTGOMERY – 55%

77316 - 1,056

77356 - 12,641

Total - 13,697

CONROE – 16%

77304 - 3,926

WILLIS – 23%

77318 - 4,457

77378 - 1,194

Total - 5,651

Mailing numbers are adjusted each month by the U.S. Postal system  
based on routes purchased.

Remaining copies (approximately 5-6% in each market) are rack  
distributed in high traffic locations.

*Average rack copies return ranges from 0.00 to less than .002%*