

The Towson Flyer

Fun things to do. Good things to know.

WWW.TOWSONFLYER.COM • INFO@TOWSONFLYER.COM • 443-253-2743



// ABOUT THE TOWSON FLYER

The Towson Flyer online news site is the go-to source to learn what's happening around town. Towson-area residents rely on its calendar of family-friendly events and its coverage of new restaurants and stores, Baltimore County Public Schools updates, local politics, crime reports and more. The site was created in 2007 by Kristine Henry, a Towson resident and former reporter and editor at The Baltimore Sun.

Advertising with The Towson Flyer means your message is featured on a site that people seek out and value. (No worries that your ad could go straight into the recycling bin with barely a glance.) The flexible online format allows you to quickly change your ad to highlight a sale, an open house, a new product, an event, or anything else you'd like to promote.

SOCIAL REACH >>>

- 2K+ / @towsonflyer
- 350+ / @towsonflyer
- 600+ / email subscribers

MONTHLY BLOG STATS >>>

26,000+
Page Views

11,000+
Unique Visitors

AUDIENCE

Educated, middle- to high-income families in Towson who are eager to stay informed about what's happening in their community.

// SPONSORSHIP & CONTRACTS

No need for a long-term commitment; instead, you can go month-to-month (or get a 10% discount for purchase of six or more months). As an advertiser, you will receive **two free sponsored posts per month** so that Towsonites are always up to date on your latest offerings or events. Sponsored posts are also featured on Twitter and Facebook.

"The Towson Flyer is a great site for local Towson news and event updates. My real-estate advertising on The Towson Flyer targets local readers with links to local homes, supporting the Towson area."

— Ashley Richardson, CRS, ABR

Long and Foster Real Estate, Lake Roland Office



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// ADVERTISING RATES

Banner Ads

View placement options at towsonflyer.com/ad-display

Receive a 10% discount if you sign up for six or more months.

Top banner ad (600 x 100 pixels)

Stays in top header next to logo, \$500/month

Premier sidebar (240 x 400 pixels)

Remains in top sidebar position, \$300/month

Standard sidebar (240 x 400 pixels)

All standard ads rotate position daily

Up to six standard ads shown at one time, \$200/month

Square

tier one (250 x 250 pixels), \$100/month

tier two (250 x 250 pixels), \$75/month

Sponsored Post

An article you supply, with photo and a link to your website. Will be edited for clarity and grammar. Includes Facebook and Twitter posts. Will be labeled as sponsored content. \$50

Ad Requirements

Banner ads must be in 72dpi and submitted in .jpg or .png format.

Ad design is available for a small fee.

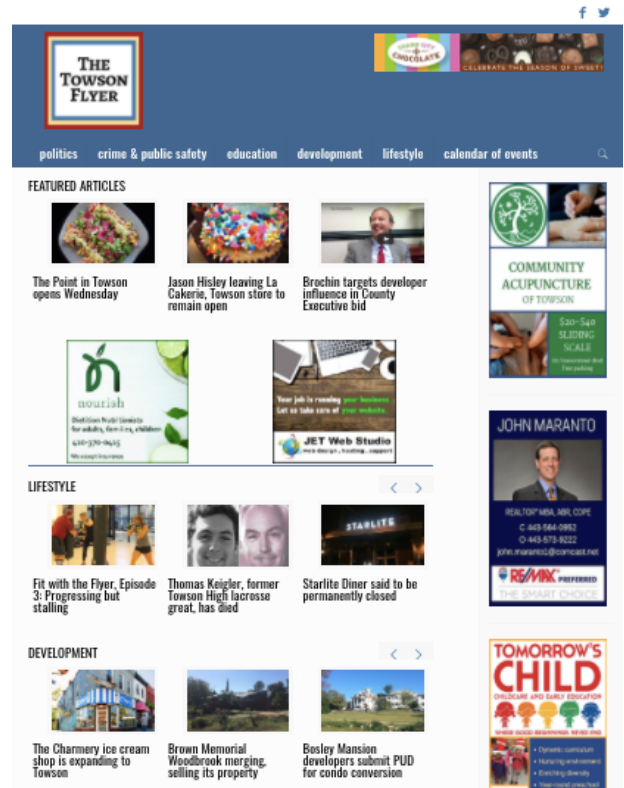
Payments

Checks or major credit cards

GET IN TOUCH



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"I've found that advertising on The Towson Flyer is a very effective way to reach my target

audience: families in the Towson area. By advertising on the Flyer, people realize that we are part of the same community and I feel that they are more likely to choose my company over one that does not have that shared connection."

— Diana Sugiuchi, Nourish Family Nutrition

