

# 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 coverage of new restaurants and stores, Baltimore County Public Schools updates, local politics, fun events around town, 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 >>>

**f** 2.5K+ / @towsonflyer  
**t** 400+ / @towsonflyer  
**✉** 1,000+ / email subscribers

### MONTHLY SITE STATS >>>

30,000+  
Page Views

15,000+  
Unique Visitors

## AUDIENCE

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

"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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## Banner Ads

Choose from rotating slideshows, integration with Facebook or Instagram, or traditional styles. No long-term contract required. Receive a 10% discount if you sign up for six or more months.

Flexibility is the key: If you need to change your banner ad to reflect a sale, an event, a new product, etc., that's no problem. We can swap it out within a day — often within hours — so that you can always share your most current and relevant message.

## Sponsored Posts

These are news-style articles that promote your business, and include a link, or links, to your website. They will be posted along with traditional news articles on the Flyer's site, and they will be distributed on the Flyer's Facebook and Twitter feeds. They will also be included in the daily email blast to subscribers. The posts will be labeled as sponsored content. They will stay on the site indefinitely, but eventually will not show up on the home page as newer articles bump them to a lower position.

## Social Media Blast

Put your content on the Flyer's Facebook and Instagram pages and on our Twitter feed.

## Event listing

Add your event to the Flyer's popular Calendar of Events to give it greater visibility.

## Pricing, size requirements

Banner ads must be in 72dpi and submitted in .jpg or .png format. Ad design is available for a small fee. See ad options and prices at [towsonflyer.com/advertising](http://towsonflyer.com/advertising)



"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

## // CONTRACTS & BENEFITS

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). When you place a banner ad, you will also receive **one free sponsored post** per month to further boost your messaging!

## // PAYMENT

Checks, Paypal, major credit card

LET'S TALK



[info@towsonflyer.com](mailto:info@towsonflyer.com)  
443-253-2743 voice/text