





**Dallas's Largest Provider of Local News**

# DFW Local Advertising

## Reach the Audience that Matters Most

If you want your local business to thrive, get in front of the audience that matters the most — local customers — and be there consistently.

 Our news websites are the prime locations for your billboards (banner ads). We position your business on our news website — alongside neighborhood news.

 Our daily newsletters benefit your local business by emailing your ads directly to our subscribers' email inbox every day.

We deliver local news to over **60** communities in the D/FW area.

Over **200,000** people get their local news from BubbleLife.

Over **65,000** subscribe to our daily newsletters.



BubbleLife Media LLC | 4600 Greenville Ave, Suite 240 | Dallas, TX 75206 | **214-233-0740**

For More Information: Saffie Leedy Farris | **214-616-0977** | [Saffie@BubbleLifeMedia.com](mailto:Saffie@BubbleLifeMedia.com)

# FIND YOUR ZONES

## **Zone 1: Frisco**

Frisco  
Prosper  
The Colony

## **Zone 2: Central Collin County**

Allen  
McKinney  
Parker  
Murphy  
Wylie

## **Zone 3: Plano**

Addison  
Plano

## **Zone 4: East Dallas**

Richardson  
Lake Highlands  
Lakewood

## **Zone 5: Park Cities**

Park Cities  
SMU

## **Zone 6: Downtown & South Dallas**

Uptown  
Oak Cliff  
South Dallas  
Duncanville  
Cedar Hill  
Desoto  
Seagoville  
Midloathian  
Lancaster  
Waxahachie  
EatGreenDFW

## **Zone 7: Mid Cities**

Irving  
Las Colinas  
Grand Prairie  
Arlington  
Mansfield

## **Zone 8: East Tarrant County**

Colleyville  
Haslet  
Keller  
North Richland Hills  
Haltom City  
Hurst  
Euless  
Bedford

## **Zone 9: Southlake-Grapevine**

Roanoke  
Westlake  
Trophy Club  
Grapevine  
Southlake

## **Zone 10: Northwest Dallas**

Carrollton  
Farmers Branch  
Coppell  
Lewisville

## **Zone 11: Denton**

Denton  
Little Elm  
Flower Mound  
Highland Village  
Corinth

## **Zone 12: Far East Dallas**

Sachse  
Garland  
Royce City  
Rowlett  
Rockwall  
Heath  
Terrell  
Sunnyvale  
Mesquite

## **Zone 13: North Dallas**

Preston Hollow  
In The Loop Kids



# STANDARD PACKAGE

## Affordable Consistent Exposure

This package gets your sign up for the neighborhood to see that you are ready for business.

## YOU GET

**Online: Basic Featured Ad, Front Page Ad, Featured Text Ad**

**Email: Featured Text Ad**

**\$1800 per zone per year**

(\$588 Savings)

**or \$199 per month**

Ads may be purchased by individual community for \$99 per month



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# STANDARD PACKAGE • Specifications

The screenshot displays the Neighborhood BubbleLife website layout. At the top, there is a navigation bar with 'News', 'Reports', 'Calendar', 'Bulletin', and 'Direct Of' 'Directory'. The main content area features two large 'A Featured Article' placeholders. Below these are two smaller article teasers: 'Your Hometown May Be On Our Burger Bucket List' and 'Up All Night is Sold Out UP's Newest Fundraiser is at Capacity'. A prominent blue banner in the center reads 'An Alternating Featured Business Ad: 728 x 90 pixels (shows on all pages)'. The lower section includes a 'Park Cities News' sidebar, a 'Calendar' with dates from March 10 to 18, and a 'Weather' widget showing a high of 68°F. A 'Post to the Community' section is also visible on the right. A large blue box at the bottom right contains the text 'An Alternating Text Ad: Title: 40 Characters | Body: 40 Words'.

**PLUS** 

**An Alternating Text Ad on the daily email newsletter:**  
 Title: 40 Characters  
 Body: 40 Words

# PREMIUM PACKAGE

## Standout in the Neighborhood

A front page tower ad on BubbleLife helps you standout from your neighboring businesses. It says to the neighborhood - look at me first!

## YOU GET

**Online: Tower Featured Ad, Front Page Ad, Featured Text Ad**  
**Email: Featured Text Ad**

**\$3000 per zone per year**

(\$900 Savings)

**or \$325 per month**

Ads may be purchased by individual community for \$275 per month



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# PREMIUM PACKAGE • Specifications

The screenshot displays the Neighborhood BubbleLife website interface. At the top, the logo and navigation menu are visible. The main content area features two large featured article placeholders. Below these are two news items with social sharing icons. A 'Post to the Community' section is on the right. A large blue box on the right side highlights a 'Large Alternating Tower Front Page Ad' with dimensions of 336 x 600 pixels. Below the main content, there are sections for 'Park Cities News' and a 'Calendar'. The 'Park Cities News' section includes articles like 'Dallas-based McCarthy Building Companies Inc.' and '8 Questions with Grace After Fire CEO/President'. The 'Calendar' shows events for March 10th, 11th, 13th, 14th, 18th, and 19th. A 'Weather' section at the bottom right shows a 68-degree forecast for Dallas. A 'PLUS' callout box on the left highlights an 'Alternating Text Ad on the daily email newsletter' with a title of 40 characters and a body of 40 words. Another blue box at the bottom right highlights another 'Alternating Text Ad' with the same specifications.

**PLUS**



**An Alternating Text Ad on the daily email newsletter:**  
 Title: 40 Characters  
 Body: 40 Words

**A Large Alternating "Tower" Front Page Ad:**  
 336 x 600 pixels

**A Front Page Ad:**  
 336 x 75 pixels

**An Alternating Text Ad:**  
 Title: 40 Characters |  
 Body: 40 Words

# EXCLUSIVE SPONSORSHIP

## Put Your Business At The Top Of The News

A Site Sponsorship puts your business at the top of every email newsletter, the top of the front page and the top of the interior pages of the neighborhood news site.

Starts at

**\$2000 per zone per month**

plans customized to clients' needs

One Time Setup Fee of \$500

Includes setup, training, email template, landing page template and ad creative

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# EXCLUSIVE SPONSORSHIP • Specifications

A Top Front Page Ad on the of every page of the local news website: 1092 x 90 pixels

The screenshot shows the Neighborhood BubbleLife website interface. At the top, there is a blue banner with the text 'A Top Front Page Ad on the of every page of the local news website: 1092 x 90 pixels'. Below this is the website header with the logo and navigation menu. The main content area features two large featured article placeholders. To the right, there is a 'Post to the Community' section. Below the featured articles, there are several smaller article teasers, including 'Dallas-based McCarthy Building Companies Inc.', 'Park Cities To Distribute Fight The Bite Door', and '8 Questions with Grace After Fire CEO/President'. A calendar widget is visible on the right side of the page. A blue callout box with a starburst graphic is overlaid on the bottom left of the screenshot, containing the text: 'PLUS A Top Position Text Ad on every daily email newsletter: Title: 40 Characters Body: 40 Words'.

**PLUS**  
 A Top Position  
 Text Ad on every  
 daily email newsletter:  
 Title: 40 Characters  
 Body: 40 Words

# POP-UP AD PACKAGE

## Don't Make Readers Look For You

Standout and get noticed with a BubbleLife popup ad. These ads drive maximum impact and are great for short term promotions and special offers.

Starts at

**\$1000 per zone per month**

plans customized to clients' needs

One Time Setup Fee of \$500

Includes setup, training, email template, landing page template and ad creative

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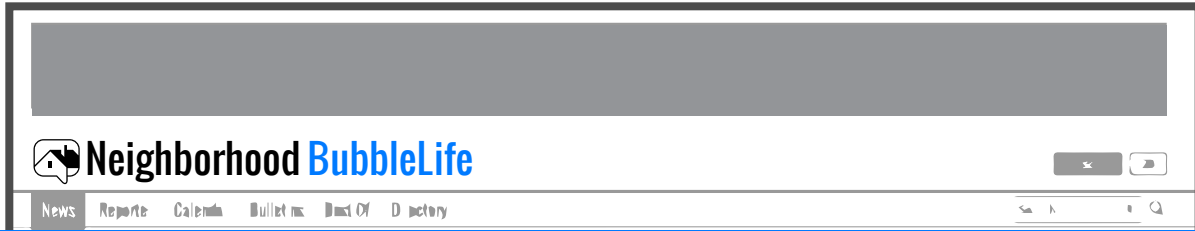
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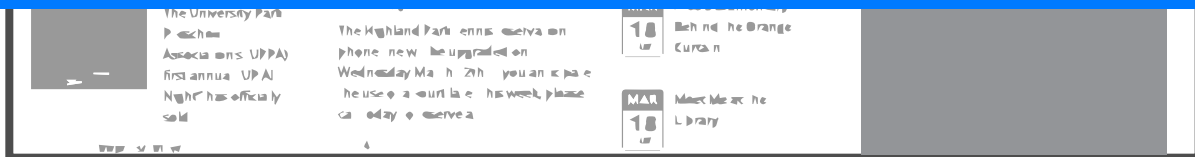
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# POP-UP AD PACKAGE • Specifications



## Full Page Pop Up Ad

1024p x 1024 pixels



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