



VICTORY
M E D I A

2019 MEDIA KIT



WHO WE ARE

Victory Media Marketing is a multi-platform company with a reach of more than 2.2 million listeners, users, and readers. In fact, we offer more advertising opportunities than any other multi-media company in the region. With websites, magazines, and a radio station at our fingertips, we can customize an advertising package that reaches your target audience.

Our local, event-themed content and programming connect your brand to residents and tourists of every age and interest.

We are the Highland Lakes

We live here, work here, play here, and have built our business here. Victory Media has helped market and promote Highland Lakes businesses for over 35 years. We strive to not only be a part of the community we love but also to help shape and grow it for the future.



THE PICAYUNE MAGAZINE

The Picayune Magazine is a trusted, full-color monthly publication that casts a positive spotlight on the people, places, and stories that make up the vibrant Highland Lakes community.

The Picayune Magazine has a loyal following in the Highland Lakes and is affectionately referred to as “the best magazine money can’t buy.”

Advertising Opportunities

Display • Classified • Service Directory
Sponsored Content • Special Feature Sponsorship

TOTAL MONTHLY DISTRIBUTION 30,000

25,000 | **5,000**
DIRECT MAIL | COUNTER TOP

WHAT OUR READERS ARE SAYING

“Congrats to all on staff! Your vision for a new approach for publication and internet is exciting. Your focus, as detailed by Editor Daniel Clifton, makes me anticipate next month’s edition with joy.”

—Cheryl Wilder and Royce Pipes

“I love y’all’s magazine! It’s so handy and beautiful work!”

—Elizabeth Spruiell



KBEY 103.9 FM RADIO PICAYUNE **TEXAS BEST COUNTRY**

KBEY 103.9 FM is an exciting local country music station delivering high-energy and positive programming to listeners throughout the Highland Lakes. Our iPhone and Android app and online streaming from KBEYFM.com gives listeners the option of taking our signal into their office or on the go with their smartphone.

Each weekday, listeners look forward to news, regional sports, and the most popular local morning show in the region. Radio Picayune is the only local station in Burnet and Marble Falls with a popular country format.

Advertising Opportunities

*"Wake Up Show" • Weekday Sponsorships
"KBEY Mid-Day" • "Afternoon Drive"
"Country Evenings" • Live Remotes
On-Air Infomercials • Event Sponsorships*

WHAT OUR LISTENERS ARE SAYING

*"Only Radio station I listen to in the Hill Country! Great Music, up to date information on EVERYTHING local and the home of The Home Grown Hour!"
-Rodger Woods*

*"Love KBEY'S morning show! Just wish I could hear them longer on my way to work."
-Mary Ann Plumley*



101fun

things to do
IN THE HIGHLAND LAKES

101 Fun Things To Do in the Highland Lakes is the ultimate seasonal visitor's guide. Loaded with the most up-to-date information and a reader-friendly area map, this publication is the one complete guide visitors need in their back pocket to make the most out of their trip.



The magazine is available at five points-of-entry into Texas:
DENISON, HARLINGEN, ORANGE, TEXARKANA, WASKOM

Advertising Opportunities

Display Ads • Sponsored Content

ANNUAL DISTRIBUTION

110,000

60,000 | **50,000**
SPRING/SUMMER | FALL/WINTER



DAILYTRIB.COM

DailyTrib.com is the trusted online local news source in the Highland Lakes, covering city, county, and state news as well as local sports and weather.

Coverage areas are Marble Falls, Burnet, Horseshoe Bay, Llano, Kingsland, Meadowlakes, Cottonwood Shores, Bertram, Buchanan Dam, Tow, Bluffton, and Sunrise Beach Village.

Advertising Opportunities

Square Ads • Banner Ads • Classifieds

RANKED #1 BY GOOGLE

FOR MARBLE FALLS NEWS AND MARBLE FALLS NEWSPAPER

2018 PAGE VIEWS

1,952,629

160,000+

AVERAGE MONTHLY
PAGEVIEWS

42,000+

AVERAGE MONTHLY
UNIQUE USERS



101 HighlandLakes.com

101HighlandLakes.com is the go-to vacation and entertainment source for visitors and locals alike. The website focuses on event-driven content and tourism news, and the events calendar is the most comprehensive list of area happenings in the Highland Lakes. 101HighlandLakes.com is a starting point for anyone looking for something to do, eat, and drink, as well as where to play or stay in the area.

Advertising Opportunities

*Square Ads • Banner Ads • Custom Content
Optimized Guide Listings*

2018 PAGE VIEWS

313,643

26,000+
AVERAGE MONTHLY
PAGEVIEWS

13,000+
AVERAGE MONTHLY
UNIQUE USERS



EMAIL MARKETING

Our email marketing puts your products and services directly in front of our engaged online readership to bring your website more local traffic.

THE DAILY
HIGHLAND LAKES NEWS & COMMUNITY

TOTAL SUBSCRIBERS

3,839+

31%
AVERAGE OPEN RATE

14%
AVERAGE CLICK RATE

INDUSTRY AVERAGE: 21.92% OPEN RATE • 4.55% CLICK RATE

101Fun
Newsletter

TOTAL SUBSCRIBERS

4,149+

18%
AVERAGE OPEN RATE

4.5%
AVERAGE CLICK RATE

INDUSTRY AVERAGE: 20.03% OPEN RATE • 2.00% CLICK RATE

2019 PRINT AND RADIO PRICING

Advertising Rates

SIZE	ONE TIME	6+ MONTHS
1/6 PAGE	\$250	\$200
1/3 PAGE	\$400	\$350
1/2 PAGE	\$625	\$575
2/3 PAGE	\$875	\$825
FULL PAGE	\$1250	\$1200
PREMIUM FULL PAGE	\$1700	\$1650

Classified Ad Rates

1X2 - \$75 || 1X4 - \$150 || 1X8 - \$300
 2X2 - \$150 || 2X4 - \$300 || 2X8 - \$600
 3X4 - \$450 || 3X8 - \$900
 SERVICE DIRECTORY - \$150 || SD PREMIUM - \$200

Sponsored Content

1/3 - \$535 || 1X2 - \$785 || FULL PAGE - \$1565

Preprinted Inserts

Prices based on weight (weight limits may apply)

.2 - .4 OUNCES || \$65 PER THOUSAND
 .5 - .9 OUNCES || \$70 PER THOUSAND
 OVER 1 OUNCE || \$75 PER THOUSAND

Preprinted inserts must be delivered directly to the printer.

Paid In Full

SIZE	COMBO 12MO	S/S 6MO	F/W 6MO
FULL	\$2885	\$1853	\$1304
2/3	\$2347	\$1508	\$1048
1/2	\$1790	\$1151	\$781
1/3	\$1460	\$939	\$645
1/6	\$888	\$570	\$396
PREMIUM	\$4145	\$2667	\$1856
BACK COVER			\$4589

Monthly Rate

SIZE	COMBO 12MO	S/S 6MO	F/W 6MO
FULL	\$241	\$309	\$218
2/3	\$196	\$252	\$175
1/2	\$150	\$192	\$131
1/3	\$122	\$157	\$108
1/6	\$74	\$95	\$66
PREMIUM	\$346	\$445	\$310
BACK COVER			\$383

WAKE-UP SHOW

MON- FRI. 6AM - 10AM

:60 SEC SPOT \$42 || :30 SEC SPOT \$25

LIVE ENDORSEMENTS - ADDITIONAL \$15 PER SPOT

KBEY MID-DAY

MON- FRI. 10AM - 3PM | SAT. 3PM - 7PM | SUN. 10AM - 3PM

:60 SEC SPOT \$25 || :30 SEC SPOT \$15

AFTERNOON DRIVE

MON- FRI. 3PM - 7PM | SAT. 10AM - 3PM

:60 SEC SPOT \$32 || :30 SEC SPOT \$20

COUNTRY EVENINGS

MON- SUN. 7AM - MIDNIGHT & RUN OF STATION

:60 SEC SPOT \$12 || :30 SEC SPOT \$5

WEEKDAY SPONSORSHIPS

\$25 PER SPOT (BILLBOARD W/ :30 SEC COMMERCIAL)

AG REPORT - 6:20 a.m. & 8:20 a.m.

NEWS - Top of the hour morning & afternoon

SPORTS - Bottom of the hour morning & afternoon

WEATHER - Morning & afternoon updates

MORNING SCRIPTURE - 6:05 a.m.

LIVE REMOTE

2 HOURS ON LOCATION

\$1,200 + \$100 TALENT FEE

ON-AIR INFOMERCIALS

1/2 HOUR AND 1 HOUR BLOCKS AVAILABLE

\$125 PER 1/2 HOUR || \$200 PER HOUR

PLEASE CONTACT A SALES REPRESENTATIVE AT 830-693-7152 FOR SPECIAL INCENTIVES AND BUNDLE PRICING

2019 PRINT TECHNICAL SPECS

FULL PAGE WITH BLEEDS TRIM SIZE 8.25 X 10.75 INCLUDING BLEEDS 8.75 X 11.25	
FULL PAGE NO BLEEDS	7.45 X 9.75
BANNER	7.45 X 2.26
2/3V	4.904 X 9.75
2/3V	4.904 X 9.75
2/3V	4.904 X 9.75
2/3H	7.438 X 7
1/2V	4.904 X 7.3
1/2H	7.45 X 4.76
1/3V	4.904 X 7.3
1/3H	7.45 X 4.76
1/6V	2.344 X 4.76
1/6H	4.904 X 2.26
SERVICE DIRECTORY PREMIUM	4.904 X 3.62
SERVICE DIRECTORY STANDARD	2.35 X 2.36

CLASSIFIEDS ARE SOLD BY THE COLUMN INCH

1 COLUMN	2.344
2 COLUMNS	4.904
3 COLUMNS	7.45

SIZE	DIMENSIONS IN INCHES
FULL PAGE WITH BLEEDS TRIM SIZE 8.25 X 10.75 INCLUDING BLEEDS 8.75 X 11.25	
FULL PAGE NO BLEEDS	7.45 X 9.75
BANNER	7.45 X 2.26
2/3V	4.904 X 9.75
2/3V	4.904 X 9.75
2/3V	4.904 X 9.75
2/3H	7.438 X 7
1/2V	4.904 X 7.3
1/2H	7.45 X 4.76
1/3V	4.904 X 7.3
1/3H	7.45 X 4.76
1/6V	2.344 X 4.76
1/6H	4.904 X 2.26

2019 DIGITAL PRICING

Banners

SIZE	RATE
SQUARE BANNER	\$75 PER WEEK
TOP BANNER	\$100 PER WEEK

Classified Ad Rates

DURATION	RATE
2-WEEK POSTING WITH PICTURE	\$28.99
7-DAY POSTING WITH PICTURE.....	\$19.99
7-DAY POSTING WITHOUT PICTURE.....	\$15.99

Banners

SIZE	PER MONTH	3+ MONTHS
SQUARE BANNER	\$175	\$125
ARTICLE BANNER	\$175	\$125
TOP BANNER	\$200	\$175
HOME PAGE BANNER	\$275	\$225

Optimized Guide Listing

Available Tabs: Graphic • Text • Gallery • Video
 Contact Form • Social Media Feed • Custom Functions

TYPE	RATE
GUIDE AD	\$75 PER MONTH
1ST TAB	\$10 PER MONTH
ADDITIONAL TABS	\$5 PER MONTH

Custom Guide Article

	RATE
ASK FOR A QUOTE - AS LOW AS	\$150

Banners

5 times a week - Monday through Friday

SIZE	PER DAY	PER WEEK
SQUARE BANNER.....	\$15	\$75
TOP BANNER.....	\$20	\$100



Banners

2 times a week - Wednesday and Friday

SIZE	PER DAY	PER WEEK
SQUARE BANNER.....	\$15	\$30
TOP BANNER.....	\$20	\$40

2019 DIGITAL TECHNICAL SPECS

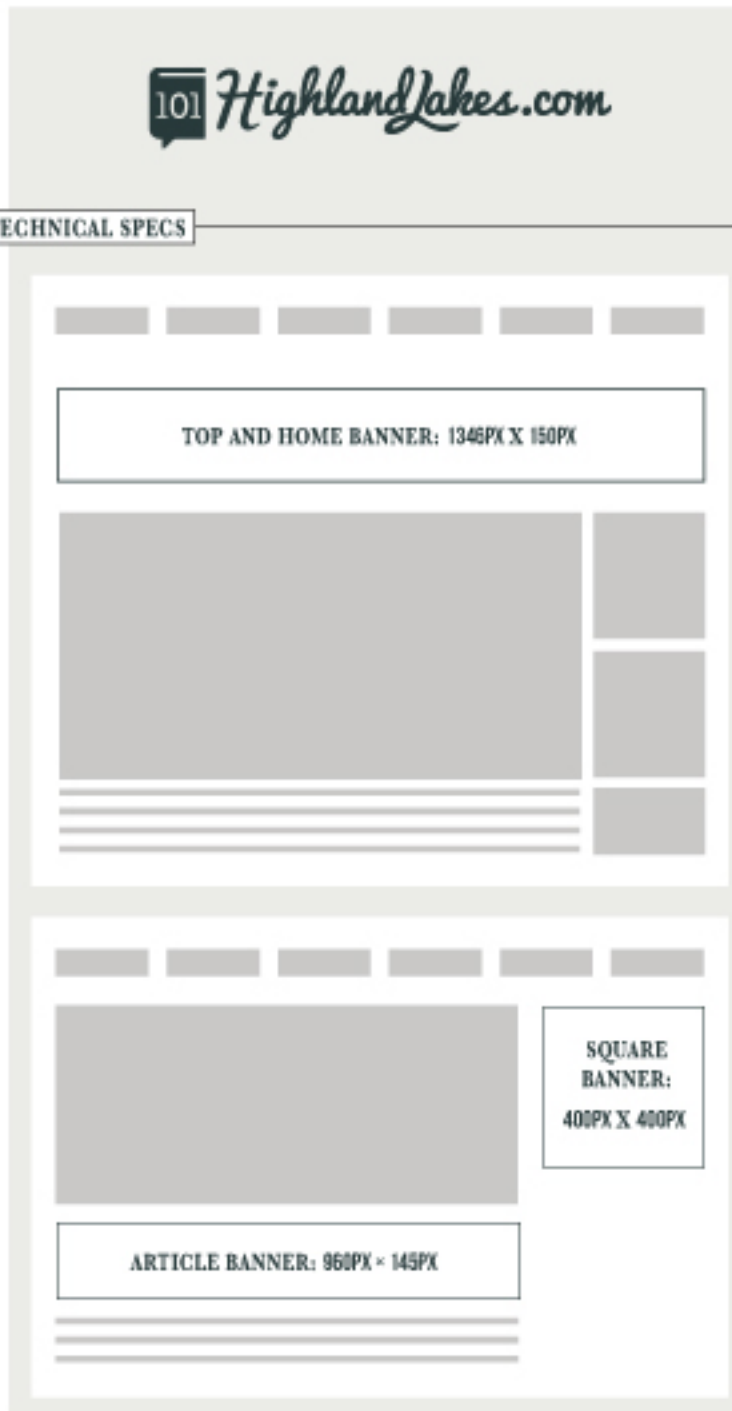


TOP BANNER: 882PX X 133PX

SQUARE BANNER: 400PX X 400PX

SQUARE BANNER: 400PX X 400PX

ARTICLE BANNER: 960PX X 145PX



TOP AND HOME BANNER: 1346PX X 150PX

SQUARE BANNER: 400PX X 400PX

ARTICLE BANNER: 960PX X 145PX



TOP BANNER: 650PX X 130PX

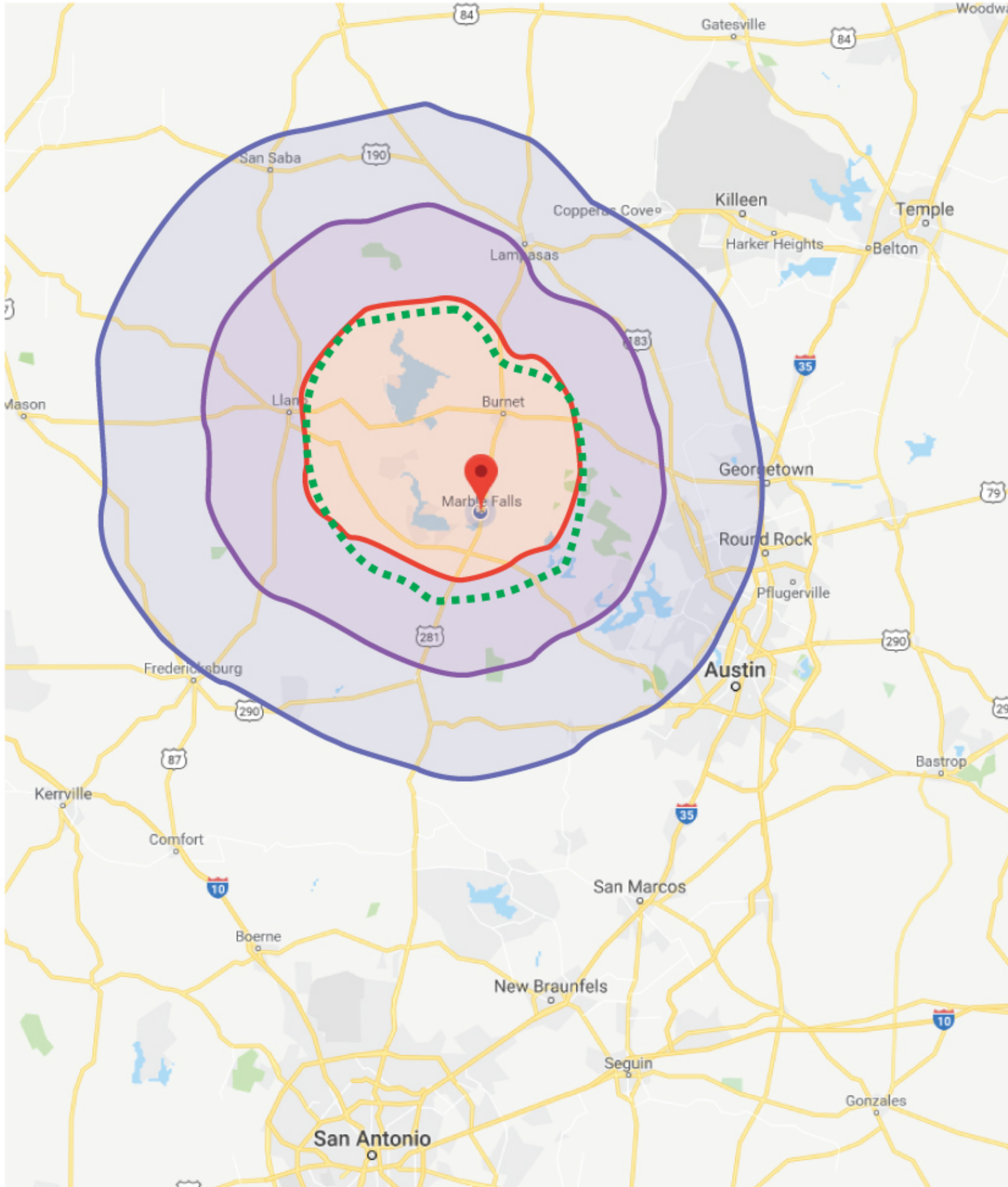
SQUARE BANNER: 400PX X 400PX

SQUARE BANNER: 400PX X 400PX

SQUARE BANNER: 400PX X 400PX

SQUARE BANNER: 400PX X 400PX

WE HAVE THE HIGHLAND LAKES COVERED



With web, print, and radio, Victory Media has the Highland Lakes covered. Our marketing platforms saturate the local area and expand around the globe to potential customers planning to visit. No other marketing firm in the Highland Lakes can boast a portfolio this diverse, or expansive.

The Picayune is the Highland Lakes “feel-good” MONTHLY magazine.
Circulation 30,000/month

 Magazine coverage

KBey 103.9 FM is an exciting local country station delivering high-energy and positive programming on the air and online.

Coverage area
 Local  Distant  Fringe