

WHY ADVERTISE WITH FLY THE FLAG, TEXAS?

Fly the Flag, Texas is targeted and ultra-local. It is delivered direct and free-of-charge to over 20,000 homes. There's no second-guessing how many people see your ad and no waste reaching people who are never likely to become your customers. We provide eye-catching, professional design and superior production quality together with true client-focused customer service.

"Fly the Flag, Texas is like a breath of fresh air. What a neat publication! I was very excited as I read the April issue from cover to cover. There were no less than a dozen people I know personally, either photographed or written about. Keep up the good work. How refreshing to have a magazine with local coverage."

Liz Sharp, Athens resident



Did You Know?

A recent national survey (Amex Jul 2011) reported that 93% of consumers think it's important to support local businesses. In our area, it might be even higher. Let them know you're here, and Fly the Flag, Texas for our community!

CONTACT US FOR MORE INFORMATION:

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MEDIA KIT

Intelligently designed to get you results.

WHAT IS FLY THE FLAG, TEXAS?

Fly The Flag, Texas is a full color, monthly publication dedicated to encouraging participation along with making a difference in our community. Each month, Fly The Flag, Texas features local events and local interest articles. In particular, Fly the Flag, Texas aims to promote civic pride through our "Flying our Flag" feature story. This centers on a local initiative which has benefits reaching deep into our community and often beyond; a local initiative of which we can all be proud.

Fly the Flag, Texas is truly about our community. It features local events and helpful hints, a community calendar and interesting

and varied personalities and artisans who give our home its unique character and proud heritage. As one of our readers said, "Fly The Flag, Texas is like a breath of fresh air... How refreshing to have a magazine with local coverage".

And we'd like to add, how refreshing it is as publishers to find a community so dedicated to improving the lives of all who are in and around it.

We're proud of it, and we think you will be too. Come and Fly the Flag, Texas!

WHERE WE FLY THE FLAG

Fly the Flag, Texas is distributed by mail each month to a targeted list of over 20,000 homes in our primary retail trade area (courtesy of the AEDC).

The primary retail trade area is indicated in blue and can be thought of as showing where the dollars spent in our community come from. Fly the Flag, Texas reaches every home in Athens (75751, 75752), LaRue (75770), Malakoff (75148) and Trinidad (75163), as well as 10,000 of the highest value homes within our trade area in Murchison (75778), GBC (75156), Mabank (75147), Eustace (75124), Kerens (75144) and Montalba (75853).

Here's what some are saying about Fly The Flag, Texas.

"We love Fly the Flag, Texas and our customers do too! It's a 'win-win' situation for us."

Kim Hodges, Assistant Vice President of Marketing at First State Bank

"The very first day our ad came out in Fly the Flag, Texas, a lady called me that afternoon and wanted to know about our adirondack chairs. I don't want to give you the big head, but that's a pretty good response."

Fred Kurlander, Owner, Solar Screen Co.

"Our ad is fabulous! We're so impressed by the magazine and excited to be part of future issues. We're looking forward to good things!"

Sue Ratliff, travel consultant & owner of Sea the World

Fly the Flag, Texas | Intelligently designed to get you results

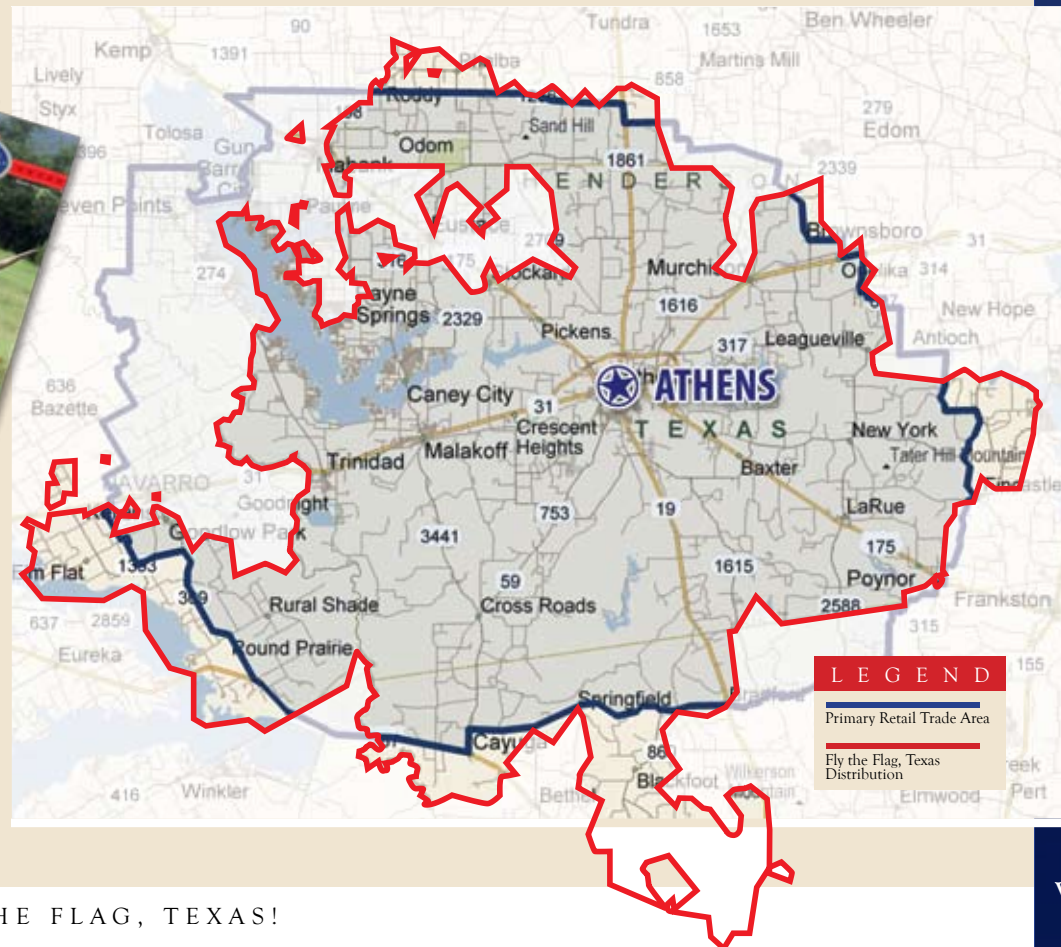
DOES FLY THE FLAG, TEXAS WORK?

Susan Holland, audiologist for Athens ENT, says "We've tracked our phone calls as a direct result of the ad, and we've seen a very good response. I've also had several patients tell me they've seen my picture. Lots and lots of people are reading the magazine. It's good for our business."

Dr. Brandon Allen, owner of Crestway Park Dental, says "After the first issue came out with our ad in it, a gentleman walked into our office and said he'd seen us in the new magazine and wanted to look around and learn what services we offer. That's a great response."

Julie Harrell, Director, Ageless Image, goes further: "The quality makes Fly The Flag, Texas really stand out over others. It is great to work with your art department in creating the ads. They really seem to know what they are doing AND you just can't beat the cost for an ad that goes directly to over 20,000 homes. Within days of our ad coming out in Fly The Flag, Texas we were fully booked nearly one month ahead. It was a huge response!"

In short, YES! This is because Fly The Flag, Texas aims at providing nothing less than **the most effective advertising medium available** for local businesses. With advertising rates starting at less than 1.5c per household, can you afford not to be a part of it?



Be proud of where we live - FLY THE FLAG, TEXAS!

www.FlyTheFlagTexas.com