

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 directly in our trade area. 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.

"This is a great local magazine!! The stories were so inspiring. What was most surprising to me is that I enjoyed the ads as much as the stories. It was a real treat to find out that [our] businesses are so diverse and have so much to offer. Great work on the magazine ~ keep it coming!"

Patti Hogue, Athens

"I think your magazine is delightful. The articles are very interesting, and the ads are the prettiest and most informative I have ever seen. I actually study the ads. Good job!"

Lois Welch, Athens



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

NACOGDOCHES

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 in and making a difference to our community. 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 launched in Athens in February 2012. It proved so effective that within four months of launch, the local business community voted us as Business of the Month. We believe the testimonials from Athens speak

for themselves and are very excited to launch in Nacogdoches and work for our community.

Fly the Flag, Texas is truly about community. Each month we feature local events and local interest articles, 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".

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.

The primary retail trade area can be thought of as where most of the dollars spent in our community come from. Fly the Flag, Texas reaches thousands of the highest value homes within in Nacogdoches (75961, 75964, 75965), Garrison (75946), Douglass (75943), Mount Enterprise (75681) and Cushing (75760).

There is no publication with a greater or more focussed reach.

Here's what people 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

"It's amazing how many people [...] mentioned that they saw it in your publication. For such a small magazine it obviously packs a tremendous wallop!"

Jeff Gottesman, Old Firehouse, Edom.

"Let me tell you, I am a big fan of your magazine. We've had ladies from both Athens and out of town visit who said they learned about us in Fly The Flag, Texas. We love our new customers!"

Kathy Means, Owner, Kathy's Boutique.

"I used to say word of mouth is all we need. But with the response we've gotten from our ad in this magazine, it's made me a believer."

Tommy Geddie, Owner, Geddie's Feed & Seed.

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."*

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?

