

An aerial photograph of a water tower in Texarkana, Texas, during a sunset. The water tower is white with a blue outline of Texas and the text "Twice as Nice TEXARKANA, USA". To the right is a multi-lane highway with traffic. The sky is orange and yellow from the setting sun.

MEDIA KIT

2025

**TXK**  
TODAY

# Founded in 2014, TXKtoday chronicles news and events for Texarkana and the surrounding areas.



With monthly readership figures in the hundreds of thousands, TXKtoday is the daily must-read site for those who want to stay informed, and often, where *other news outlets* go to get their Texarkana crime and community news. Topics covered include community information about schools, business openings, events, crime, real estate, restaurants, retail, pets, transportation, and other general points of interest related to daily life in Texarkana. Find us on Facebook, with an audience of 104,500+ followers.

# OUR PROCESS



## **Step 1: Client Needs Assessment**

We will meet with you and discuss your needs and goals.



## **Step 2: Proposal**

We will craft a proposal that addresses that targets your needs and goals.



## **Step 3. Proposal Acceptance & Package Selection**

When and if you are ready to move forward, your acceptance of the | proposal and deposit.



## **Step 4: Campaign Creation | 1 week from proposal acceptance.**

We will draft digital creatives and any required sponsored content and ask for adjustments and approval.



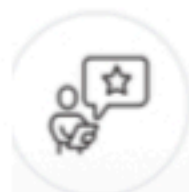
## **Step 5: Campaign Launch | 1 - 2 weeks from proposal acceptance.**

The campaign will go live! We'll make sure it gets plenty of attention.



## **Step 6: Campaign Check-in**

We'll check in 3 times throughout the campaign to ensure performance and satisfaction.



## **Step 7: Campaign Completion and Review**

We'll review campaign performance and see where the biggest successes were.

# STANDARDS

Our more popular options, newly optimized

## Prominence Plan



Top of page video and footer ad placement for all platforms. Complementary Video creation with two-month agreement\*

**Est. Impressions:  
+160,000**

**\$ 900 / Mo**  
or  
**9,000 / Yr**

**FREE - Ad Design\***

## Showcase Plan



Your ad will appear above, below and beside (on desktop) the Story of the day and all articles opened

**Est. Impressions:  
+120,000**

**\$750 / Mo**  
or  
**\$7,500 / Yr**

**FREE - Ad Design**

## Spotlight Plan



Ad appears in articles, and descending sidebar (on desktop), Featured article included.

**Est. Impressions:  
+80,000**

**\$325 / Mo**  
or  
**\$3,250 / Yr**

**FREE - Ad Design**

**\$1,650 / Mo or \$16,500 / Yr - All ad positions**

# SPECIALTIES

Engage with readers in the right way, at the right moment

## Community Announcement



Milestones & Celebrations, Weddings, Engagements, Birth Announcements, Baby Showers, Graduations, Academic Achievements, Retirement Parties, Birthdays, Obituaries / Memorial Tributes posted to TXKtoday.com and preserved forever online.

**\$225**

All we will need is a graphic and statement for your Community Announcement

## New Business Feature



Special rate for NEW Texarkana businesses. Perfect for restaurants, food trucks, retail stores, home health, therapy clinics, medical supply shops, and creative startups. Includes Featured article posted to Facebook!

**\$300**

Onsite ribbon-cutting coverage and video commemoration available. Ask for details.

## Real Estate Weekly Listing



Your open house or real estate listing posted to Facebook and one week of the Showcase ads on TXKtoday.com. Professional, customizable marketing templates available to suit your listing parameters.

**\$285**

Video property presentation walkthrough available.

## Facebook Post(s)



Post on TXKtoday's Facebook page to our audience of over 107,000+ followers.

Single post

**\$350**

Twin posts

**\$625**

Six Post Pack

**\$1500**

## Featured Article

Article highlighting the subject matter of your choice. Posted to Txktoday.com and Facebook

**\$350**

## Featured Video

Video highlighting the subject matter of your choice. Posted to Txktoday.com and Facebook

**\$850**

# BUNDLED VALUE PLANS

## Maximum Bundle



There is no better way to maximize your message. Combines Prominence display ads, two monthly Facebook posts, a quarterly Featured video.

**3 Mos: \$4,040**

**1 Year \$11,540**

## Super Bundle



A robust campaign that makes an impression. Combines Showcase display ads, monthly Facebook posts with an extra to use anytime and quarterly Featured article.

**3 Mos: \$3,400**

**1 Year \$10,330**

## Splash Bundle



Make a splash by combining Spotlight display ads, monthly Facebook post and a quarterly Featured article.

**3 Mos: \$1,660**

**1 Year \$5,644**

## New Business

One week of Showcase ads, One Facebook post, and One Featured Article

**\$425**

# Discounts

Credit card on file

**5%**

Auto recurring billing

**5%**

Nonprofits

**10%**

Discounts can be combined

# Readership Stats

**1.1 Million**  
Yearly Pageviews

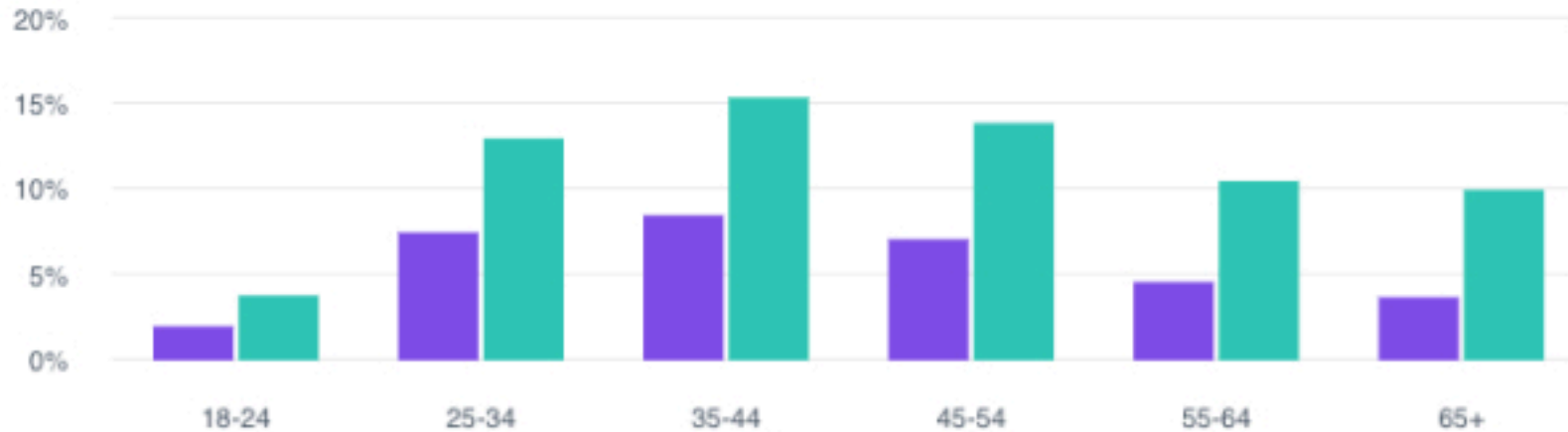
**113,000+**  
Unique monthly visitors

**45+**  
Minuets per-month

## Who reads TXKtoday?

### Age and gender

- Men 33.40%
- Women 66.60%



  
**11 M**  
Facebook  
Pageviews

  
**109,000+**  
Facebook  
followers

  
**31,500+**  
Facebook News  
Group

  
**2,500+**  
TXKtoday's  
Morning Email

