

# Media Kit



# Guidry News Service

---

**GuidryNews.com ~ Gulf Coast E-news**

**GUIDRY NEWS** is an Internet-based news service known for our timely, comprehensive coverage of regional events impacting the **Texas-Louisiana Gulf Coast**, including the Houston/Galveston region, Bay Area Houston, the Golden Triangle and beyond. Many of our readers and visitors are in Austin and Washington, D.C.

We are widely recognized and trusted for **current, accurate, unbiased reporting** of public meetings and events, as well as lifestyle features, to a loyal and growing audience.

We offer two publications; **GuidryNews.com** and **Gulf Coast E-news**.

Our **AUDIENCE** is made up of a **highly desirable demographic**. They vote, support the arts, charities and education, start and run successful businesses and make large and small business and personal purchases daily.

Our **GOAL** is to provide outstanding service to **you** and to help you reach others with **your message**.

**Our mission is to enhance our readers' personal lives and careers and to improve their bottom line.**

**We are not here to monetize the loyalty and trust of our readers. We do not track our audience in order to sell their information to third parties.**

We offer a respected venue in which to **showcase your products, services and public messages** with affordable and competitive rates to fit every budget. **We can customize a plan to maximize your advertising dollars.**

Call **409-763-NEWS(6397)** or email us at [Lynda@GuidryNews.com](mailto:Lynda@GuidryNews.com). We'd be happy to answer your questions regarding our products and services or schedule an appointment to discuss advertising in our publications.



# Guidry News Service

delivering timely, accurate, unbiased reports on public meetings and events impacting the TX-LA Gulf Coast Region

*"It's just like being there!"*

Headquartered in Midtown Houston

4001 Fannin Street Suite 4109  
Houston, TX. 77004

409-763-NEWS(6397)

[News@GuidryNews.com](mailto:News@GuidryNews.com)

Since 1996 our **Internet-based** publications have served savvy audiences in Harris, Ft. Bend, Galveston, Brazoria & Jefferson counties and the TX-LA Gulf Coast Region.

## We offer TWO publications to keep you informed

### GuidryNews.com The Online News Station

[GuidryNews.com](http://GuidryNews.com) is an Internet-based full service news publication with feature pages including Forum, Politics, Education, Business & Industry, Entertainment, Science and Medicine, Weather, Maritime, Transportation and Public Safety news impacting the region.

We cover government meetings, as well as community news and special events; documenting those events with photos, video and audio in a format we call "**Webio**" journalism.



### Gulf Coast E-news

**Gulf Coast E-news** is a daily subscription newsletter providing comprehensive coverage of posted public meetings of governmental entities, as well as school boards, community colleges and institutions of higher education, regional bodies such as port authorities, councils of government and other entities serving constituencies that cross city limits and county lines. We report the agenda: what passes, fails or is tabled.

**The Gulf Coast E-news makes a great "perk" for new hires or gift to business associates. Consider purchasing a subscription for your favorite non-profit organization or charity board of directors.**



**WE have ALWAYS been GREEN. Since 1996 Guidry News products have been delivered by efficient, clean, dependable electronic media.**

## Guidry News Service

has been publishing electronically since 1996. Our online presence gained an enthusiastic response from early Internet users and our audience of loyal readers has been growing steadily over the past nineteen years.

We are highly regarded for our unbiased reporting of public meetings and events impacting the **Texas-Louisiana Gulf Coast** region.

Our "**niche**" is providing superior quality information to **improve your "bottom line"** & **enhance your personal life.**

Your **press releases** and **ads** are seen by a **highly targeted, highly desirable** market.

## Our Frequent Visitors

Art & Cultural councils  
Attorneys  
Chambers of Commerce  
Concerned Citizens  
Economic Development organizations  
Educational institutions  
Elected officials, candidates & strategists  
Energy companies  
Engineering companies  
Entertainment venues  
Entrepreneurs  
Environmental groups  
Faith & Philosophical groups  
Financial institutions & advisors  
Governing bodies (local, state)  
Healthcare organizations  
Investors & Venture Capitalists  
Law Enforcement  
Medical & Science institutions  
Oil & Gas companies  
Philanthropic organizations  
Political organizations  
Savvy News Hounds  
Social Service organizations  
Special Interest groups  
U.S. Armed Forces

## WHY you should include our publications in your advertising mix.

One of the most exciting aspects of publishing on the Internet is that at any given moment the far reaches of the globe have access to **YOUR** message.

**Our audience is made up of savvy, highly discriminating, politically and socially active individuals and organizations.**

They know they can rely on **GNS** for the information they need to make decisions in their businesses, careers, personal enrichment and entertainment as well what to purchase and how to vote.

**GuidryNews.com** averages over 247,000 Pageviews by close to 90,000 Unique Visitors monthly

**Gulf Coast E-news** is read each weekday by an average of 3,500 professionals; including local, state and federal elected officials.

---

**Here are some of the comments from people who rely on Guidry News publications for information they can use with confidence in their decision making.**

*Here's a note of thanks to the fine folks at the Guidry News Service. The West Gulf Maritime Association depends on this fine news service to help us keep abreast of important developments at Commissioners and Board meetings. I attend many of the meetings covered and remain impressed with the fair and accurate reporting in the follow-up Guidry reports. Their professionalism and prompt release of meeting details make the service worth every penny. Keep up the good work.*

Niels Aalund , Senior Vice President  
West Gulf Maritime Association / Houston, TX

*Your product is appreciated and used and it sure saves a lot of trees. I sincerely hope that your success continues and that many new readers will find your service to be superior, excellent, fair and trust worthy. Trust is a wonderful responsibility. I can only wish that the national media's were of your caliber.*

Ron Neighbors, General Manager (Retired)  
Harris-Galveston Subsidence Districts

*You get a great return on investment when you sponsor Guidry News! Great work and effort.*

Jerry Mohn, President -West Galveston Island Property Owners Assoc. / Chair- Texas Chapter of the American Shore & Beach Preservation Association / Galveston-Houston

*I appreciate the way you actually cover the news and leave most of the analysis to your readers...I think most of your readers appreciate that as well. You provide a much needed service to our area.*

John Kennedy  
Commissioner Port of Houston Authority  
(retired Nassau Bay City Administrator)

*Thanks for the great news coverage of the Southeast Texas Region (Houston, Galveston, Beaumont, Port Arthur and other surrounding communities). Also, thanks for the great coverage of events occurring at UTMB.*

Douglas W. Matthews, Assistant Vice President  
Government Relations Health Policy / Legislative Affairs  
Office, University of Texas Medical Branch at Galveston

**We'd like to hear from YOU. Call or email us TODAY!**

Email: [Lynda@GuidryNews.com](mailto:Lynda@GuidryNews.com)

Phone: 409-763-NEWS (6397)



# Guidry News Service

4001 Fannin Street  
Suite. 4109  
Houston, TX. 77004

[News@GuidryNews.com](mailto:News@GuidryNews.com)  
409-763-NEWS (6397)

**GuidryNews.com ~ Gulf Coast E-news**

**OUR publications serve visitors and readers from  
Around the Corner and Around the WORLD!**

## ADVERTISING RATES

Ads link to your website, flyer or email address

### Front Page Advertising on GuidryNews.com

Under News Scroller Ad	(320 X 85 pixels)	\$600 / week
News Updates Banner Ad	(320 X 85 pixels)	\$400 / week
Leader Board Ad / Above the Fold	(650 X 90 pixels)	\$900 / month
Leader Board Ad / Below the Fold	(650 X 90 pixels)	\$700 / month
Banner / Horizontal Top Tier	(300 X 80 pixels)	\$600 / month
Banner / Horizontal Lower Tier	(300 X 80 pixels)	\$400 / month
Tower Ad / Above the Fold	(160 X 400 pixels)	\$800 / month
Display Ad / Above the Fold	(160 X 240 pixels)	\$500 / month

### Feature Page Advertising on GuidryNews.com

Leader Board Ad / Above the Fold	(650 X 90 pixels)	\$700 / month
Leader Board Ad / Below the Fold	(650 X 90 pixels)	\$500 / month
Banner / Horizontal Top Tier	(300 X 80 pixels)	\$400 / month
Banner / Horizontal Lower Tier	(300 X 80 pixels)	\$200 / month
Tower Ad / Above the Fold	(160 X 400 pixels)	\$600 / month
Display Ad / Above the Fold	(160 X 240 pixels)	\$300 / month

### Links Page Listings (3 month minimum)

Text Link \$25 / month

### Gulf Coast E-news Advertising (3 month minimum)

**Delivered weekdays to approximately 2,000 subscribers**

\$300 / month

Logo Ad (114 X 120 pixels) on left column of the E-news

### Design & Build Ads

\$50 / hour

### Photography & Audio Services

Ask for Quote

Contact / Lynda Guidry

[Lynda@GuidryNews.com](mailto:Lynda@GuidryNews.com)

Spring 2018

# Guidry News Service Ad Specs

Leaderboard  
650 X 90

Horizontal Banner  
300 X 80

Tower  
160 X 400

Display  
160 X 240

Logo  
160 X 150

Non-Rich Media Ads should be submitted in jpg or gif format

Rich Media/ Ad file should not exceed 60K

Animated gifs (maximum 3 loops / 30 seconds)

**Ads on our publications are in the locations YOU choose (sometimes called content sponsorships).**

**Our rates are based on constant exposure to our highly desirable audience on the pages you deem to be of the most interest to your TARGET market.**

**We do not use "impressions" or "click-thrus" as a measure of value.**

Advertising on Guidry News puts your name and products in front of **our valuable audience**. Internet audiences may click through – that is an advantage of Internet advertising – ***that is ADDED VALUE.***