

TOWNE POST NETWORK

2026 MEDIA KIT



#SPOTLIGHTINGLOCAL

Updated 1/5/2026



We are more than a monthly print magazine, we are a month-long digital marketing platform that works every day to drive real-time results to our local businesses.



ABOUT TOWNE POST

What started as a local print newsletter for the Geist Reservoir community in 2004 has evolved into an interactive network of hyper local magazines reaching 312,000 affluent homes in two states each month called the **Towne Post Network**. Leveraging local content unique to each area, our magazines feature stories about the people and businesses that make up each community.

Our publishers are franchisees that own their own territories and engage with their respective communities daily. In addition, our network features active social media marketing throughout the month promoting the events and stories that are happening in our spheres of influence.





CENTRAL INDIANA REGION

Indianapolis Metro

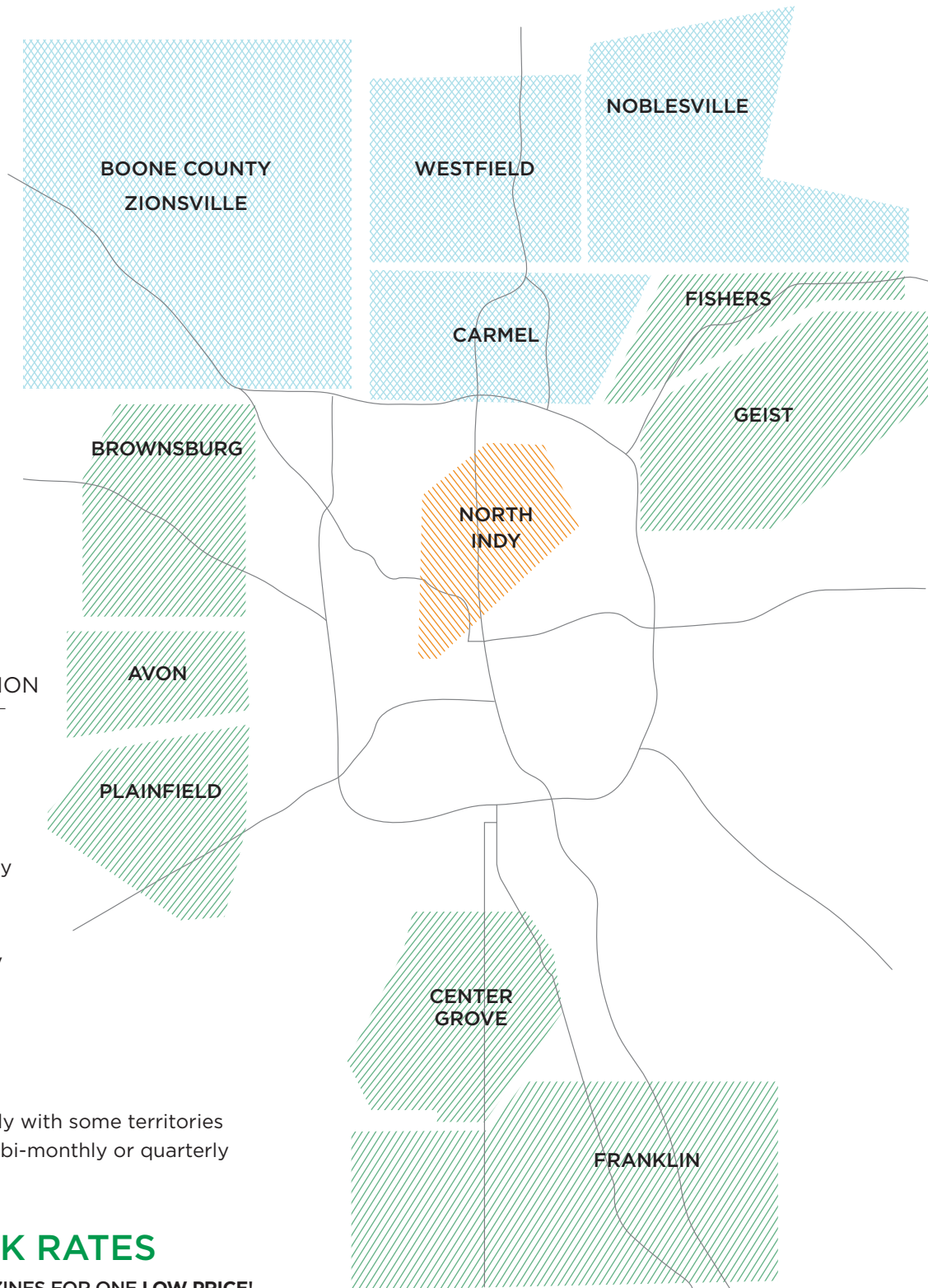
-  MONTHLY
Same Mail List Monthly
-  BIMONTHLY
Two Mail Lists
Alternating Bimonthly
-  QUARTERLY
Three Mail Lists
Alternating Quarterly

Magazines are mailed monthly with some territories alternating their mailing lists bi-monthly or quarterly to expand their reach.

NETWORK RATES

ADVERTISE IN ALL 12 MAGAZINES FOR ONE LOW PRICE!

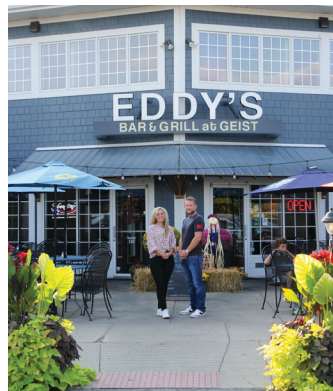
Ad Size	1x Placement in All Publications
Full Page	\$13,728
1/2 Page Island	\$8,880
1/2 Page	\$7,392
1/3 Page	\$6,336
1/4 Page	\$5,280
1/8 Page	\$2,880
2-Page Spotlight	\$26,880
1-Page Spotlight	\$15,840



TOWNE POST NETWORK BY THE NUMBERS

	Total Print Count	Saturation/ Subscriber Mail Count	Free Retail Distribution	Average Household Income	Median Home Value	Head of Household Average Age
Avon	10,473	10,048	425	\$117,940	\$385,260	54
Boone County	11,581	11,181	400	\$95,141	\$356,157	53
Brownsburg	9,698	9,273	425	\$121,220	\$406,611	54
Carmel A	13,337	12,737	600	\$139,964	\$508,396	53
Carmel B	13,388	12,788	600	\$153,457	\$588,659	55
Center Grove	13,147	12,847	300	\$140,476	\$478,658	54
Fishers A	13,475	12,725	750	\$130,683	\$413,709	51
Fishers B	13,737	12,987	750	\$137,707	\$462,125	52
Franklin	12,274	11,874	400	\$72,486	\$254,965	54
Geist*	11,615	11,215	400	\$136,685	\$390,266	53
Noblesville A	12,832	12,582	250	\$107,981	\$383,426	52
Noblesville B	12,383	12,133	250	\$106,981	\$385,388	52
North Indy A	8,802	8,302	500	\$100,056	\$381,091	55
North Indy B	11,286	10,786	500	\$89,643	\$390,549	49
North Indy C	10,275	9,775	500	\$106,961	\$344,556	48
Plainfield	10,384	9,959	425	\$97,865	\$334,761	55
Westfield A	10,820	10,370	450	\$120,289	\$480,628	52
Westfield B	10,065	9,615	450	\$126,042	\$515,577	52
Zionsville	11,278	10,878	400	\$155,774	\$689,033	52
Network	220,850	212,075	8,775	\$118,808	\$428,938	53

*Mailed only to homes valued over \$400,000



NETWORK AVERAGES



220,850

TOTAL PRINT COUNT



\$118,808

AVERAGE HOUSEHOLD
INCOME



\$428,938

MEDIAN HOME VALUE

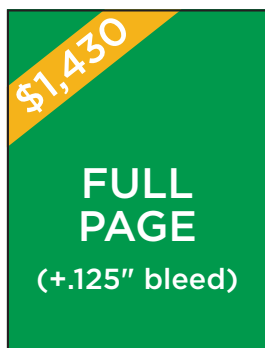


100%

BUSINESS REACH



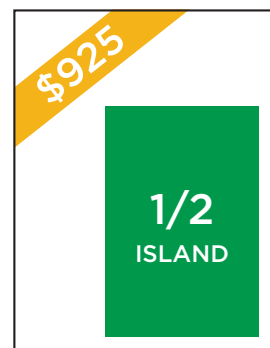
FLAT RATE AD SIZES & RATES



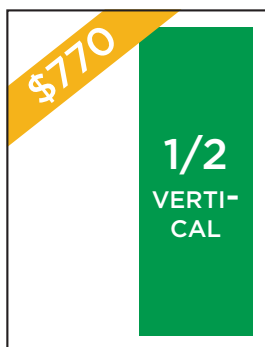
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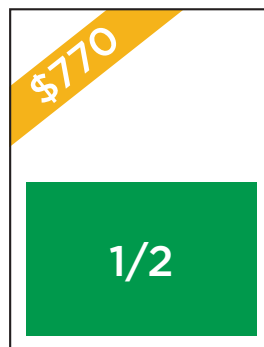
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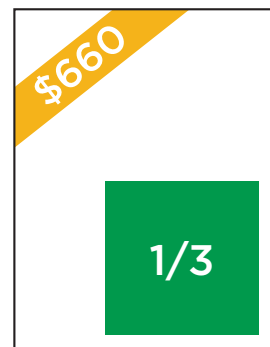
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3.5" x 9.625"



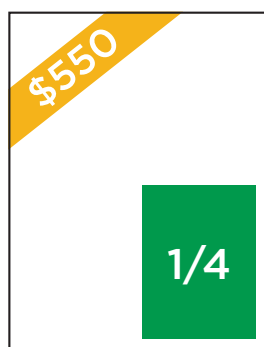
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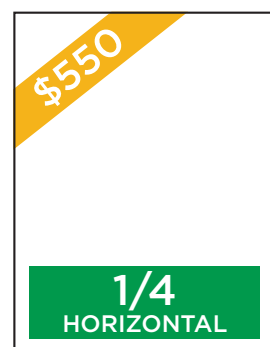
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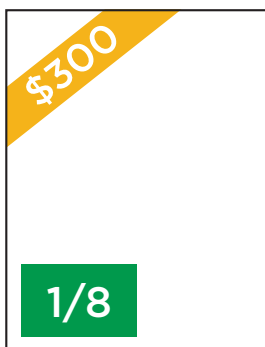
7.125" x 3.125"



3.5" x 4.75"



7.125" x 2.25"



3.5" x 2.25"

PREFERRED PLACEMENT

Back Cover	+30%
Inside Front Cover	+20%
Across from TOC	+20%
Page 3	+20%
Inside Back Cover	+10%

SPECIFICATIONS & PRODUCTION SCHEDULE

MECHANICAL SPECS

CREATION OF YOUR FULL COLOR AD IS INCLUDED IN THE ADVERTISING RATES.

If submitting your own ad, acceptable file types include JPEG, TIFF, EPS and PDF files with fonts embedded, outlined or rasterized. Spot PMS colors, metallic colors and varnishes are not available.

ARTWORK CHANGES

You may change your artwork each month at no additional charge. Submit changes to your sales representative no later than the “Ad Deadline” date to insure enough time for revised proofs and approvals.

INSERTS OR OUTSERTS

If you are providing a preprinted insert or outsert, you must provide a sample to Towne Post at least one week prior to the “Ad Deadline” date. Materials will need to be preapproved for size, weight, and content before being bound with the publication(s).

2026 PRODUCTION SCHEDULE

ISSUE	AD DEADLINE	AD MATERIALS DUE	MAIL DATE
JANUARY	December 12	December 15	December 30
FEBRUARY	January 9	January 14	January 27
MARCH	February 6	February 11	February 24
APRIL	March 13	March 18	March 31
MAY	April 10	April 15	April 28
JUNE	May 8	May 13	May 26
JULY	June 12	June 17	June 30
AUGUST	July 10	July 15	July 28
SEPTEMBER	August 7	August 12	August 25
OCTOBER	September 11	September 16	September 29
NOVEMBER	October 9	October 14	October 27
DECEMBER	November 13	November 18	December 1



Perhaps the most comprehensive and unique advertising package available through the Towne Post Network is the Business Spotlight. We created and trademarked this print, digital, and social advertising program based on the overwhelming response to local business stories.

Our independent marketing consultant meets with you to discuss your business objectives, marketing needs, and define your ideal local lead candidates.

We research the organic search volumes and keywords for your business and craft a story outline complete with strategic keywords to incorporate into the story.

Our writers and photographers meet with you to write and photograph a professional story, which you will be able to read and edit before final layout and design.

Once you have approved the final story and layout, we post your story to TownePost.com as your company's "Business Listing" and tag it according to the search terms we are trying to rank for.

When the print magazines are mailed, a paid social media campaign kicks off on the corresponding Facebook page, Instagram feed, and through TownePost.com.

Your article is featured in the appropriate monthly e-newsletter with an image and link back to your story on townepost.com.

	PER ISSUE	NETWORK
ONE PAGE SPOTLIGHT	\$1,650	\$15,840
TWO-PAGE SPOTLIGHT	\$2,800	\$26,880

FRONT COVER SPOTLIGHTS

Available on request and at the discretion of each magazine publisher, your business can be featured on the cover of a magazine, which in turn makes your business the face of our social channels for the month as well. Package includes the front cover placement, three inside pages, table of contents mention and 50 extra copies of the magazine. Contact your local franchise publisher for availability and details.



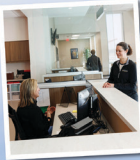
SOURCE OF STRENGTH

ORTHODINDY OPENS NEW SURGICAL FACILITY IN WESTFIELD

Writer: Christy DeLong-Davies
Photographer: David Branning



As a physician-owned hospital, Orthodindy's



For over 60 years, Orthodindy, the largest orthodontic practice in the state of Indiana, has provided leading edge braces, joint, spine and muscle care, covering every orthodontic under orthodontics. In March 2023, Orthodindy opened its new specialty hospital with a direct focus on orthodontic care. Twenty years later, the practice has four hospitals, around central Indiana, with the latest opening in Westfield just last month.

"It doesn't matter if you're a kid or geriatric patient, we keep people in subspecialties to care for you," says Dr. Ed Hoffman, Orthodindy's board president. "That includes things like spine surgery, hand surgery, joint replacement and sports medicine. We handle pretty much everything, which makes us a truly unique practice."

top priorities on patient safety, satisfaction and outcomes. In late 2022, Orthodindy expanded their presence in Westfield in the area of physical therapy, physician practice, urgent care and imaging. When the Westfield clinic was built, Orthodindy put full scale into the plan to add a surgical facility in the next five to six years. They ultimately spent a fast track the construction on the surgical facility, due to Westfield's exploding population and tremendous growth. So, when Orthodindy was opening their new clinic in Westfield, they broke ground on the surgical facility adjacent to the medical building.

"We saw that there was a great need for high-quality lower cost orthodontic health care here in the community, so we adopted the name the better approach," says John Ryan, Orthodindy's CEO.

Now, 18 months later, the surgical facility has opened.

"We're eager to better serve the community with the best in orthodontic care," Ryan says.

The focus of the Westfield surgical facility will be same-day outpatient procedures, including fracture repair and sports medicine. There, minimally invasive procedures will be predominantly orthodontic surgery on children, teens, adults, wrists, hands and feet.

This surgical facility, which is equipped with four operating rooms, means that Orthodindy can now bring outpatient orthodontic surgery capability into the market, so patients don't have to drive elsewhere to satisfy those needs. As a result, patients can now conveniently get most of their surgical coverage in the same location.

questionnaires about how they function and feel. These questionnaires are repeated periodically throughout the recovery period out to a year post-op. This is done immediately and separately from physician office visits, so patients don't feel compelled to report that they are doing better than they are.

"These questionnaires are statistically validated tools that allow us to compare patient's postoperative function to preoperative function," Dr. Hoffman says. "It also enables us to compare ourselves to other facilities and providers around the country."

The surgical facility officially opened its doors on April 1 (no joke).

"We're very excited about our Westfield facility," Dr. Hoffman says. "We're committed to bringing top-notch care to people's neighborhoods or that they can be seen and cared for close to home."

Orthodindy Hospital Westfield is located at 240 East 17th Street in Westfield. For more information, call 317-868-3300 or visit orthodindy.com.



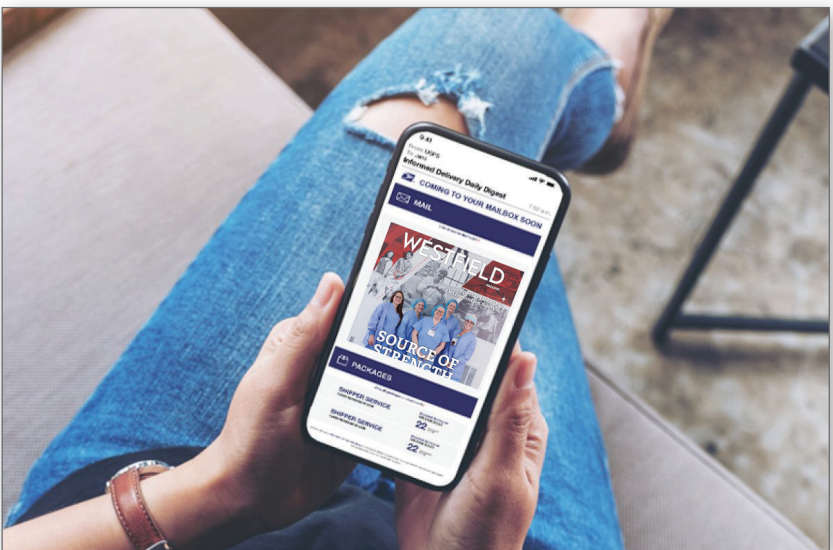
34 | May 2024 | TownePost.com

PER ISSUE
\$5,500

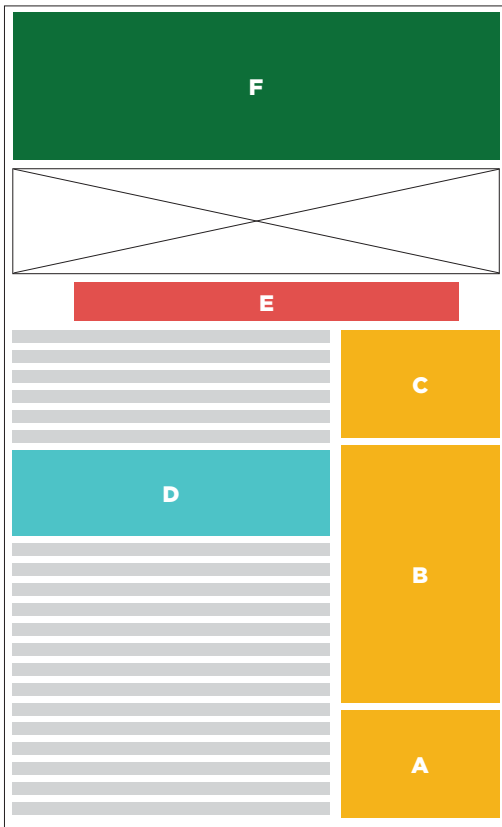
FRONT COVER SPOTLIGHT

USPS INFORMED DELIVERY NOTIFICATION

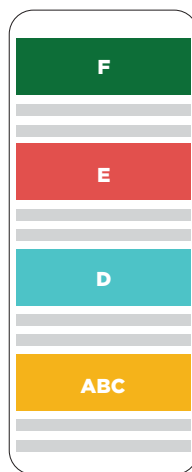
Over 82% of Americans have signed up for the US Postal Service's Informed Delivery email notifications. Each day, homeowners receive an email notifying them of the items scheduled to arrive in their mailboxes that day - including our Towne Post Network Magazines! Your front cover spotlight will be featured in this email notification with a link back to the digital issue online.



DESKTOP



MOBILE



TOWNEPOST.COM ADVERTISING RATES

*Minimum 5,000 impressions/month

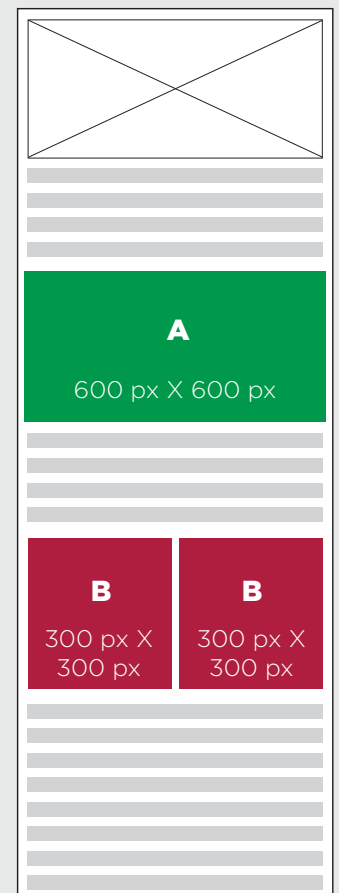
		COST PER MONTH*	COST PER THOUSAND
A	Poster Ad (300 x 250)	\$150	30
B	Real Estate Ad (300 x 600)	\$175	38
C	YouTube Video Ad(300 x 250)	\$150	30
D	In Copy Ad (600 x 200)	\$200	40
E	Leaderboard Ad (728 x 90)	\$200	40
		COST PER WEEK	
F	Top Banner Take Over (1500 x 500)	\$200	75

EMAIL NEWSLETTERS

Each magazine territory has a monthly email subscriber list which receives the first notice of our print publications. High click-thru and engagement makes our email newsletters a highly sought-after advertising venue. Newsletter subscription:

	SUBSCRIBERS	A	B
BOONE COUNTY MAGAZINE	12,432	\$600	\$450
CARMEL MAGAZINE	3,737	\$400	\$300
CENTER GROVE MAGAZINE	2,970	\$400	\$300
FISHERS MAGAZINE	4,589	\$400	\$300
FRANKLIN MAGAZINE	806	\$200	\$300
GEIST MAGAZINE	4,624	\$400	\$300
HENDRICKS COUNTY	2,439	\$400	\$300
NOBLESVILLE MAGAZINE	10,515	\$600	\$450
NORTH INDY MAGAZINE	2,218	\$400	\$300
WESTFIELD MAGAZINE	8,239	\$600	\$450
ZIONSVILLE MAGAZINE	12,528	\$600	\$450

EMAIL



DIGITAL MARKETING SERVICES



WEBSITE DESIGN

PRODUCT	ONE PAGE LEAD GEN	BASIC WORDPRESS SITE
NUMBER OF PAGES	1 page	Up to 4 pages
DESCRIPTION	Ideal for clients merely needing a web presence to generate online leads. Perfect for Google Ads, Programmatic campaigns, or any site utilizing conversion tracking.	Includes a local/regional SEO analysis to determine site map and content requirements. Content for all pages created to optimize search rankings and keyword positioning in Google. Stock imagery or provided photography included.
DEVELOPMENT TIME (APPROXIMATE)	1 week	4 weeks
GOOGLE G4 ANALYTICS	Yes	Yes
SEO ANALYSIS	No	Yes
SEO PLUGIN	No	Yes
CLIENT ADMIN ACCESS	No	Yes
CONTENT INCLUDED	Yes	Yes
ONE HOUR OF UPDATES PER MONTH INCLUDED	Yes	Yes
COST	\$1,500	\$4,500
QUARTERLY HOSTING	\$200	\$250



CUSTOM WEBSITE DESIGN

Any website that needs more than 5 main pages, regional or national visibility, or is migrating from a platform other than Wordpress will need to be custom quoted. Shopify e-commerce sites are also treated as custom sites.

For more information, townepost.digital

PROGRAMMATIC DISPLAY RATES



EACH PROGRAMMATIC DIGITAL DISPLAY CAMPAIGN INCLUDES:

- Free creative design for display.
- Reporting dashboard updated nightly.
- Unlimited targeting elements.
- Geo targeting by city, state, zip, or DMA.

REQUIREMENTS

- 3-month minimum campaign
- Credit card or ACH on file
- Prepay monthly for anticipated impressions.

PRODUCT	COMPETITIVE BLEND	DOMINANT BLEND
TARGETING	Content Targeting Geo Targeting Behavioral Traits Demographic Retargeting	Same as Competitive PLUS: Search Retargeting
DESCRIPTION	Campaign is a content & data targeted banner campaign leveraging behavioral data and a site pixel to retarget web users.	Adds search retargeting to a Competitive Blend. Ideal for clients with several competitors or a niche with established brand names.
RETARGETING PIXEL	Yes	Yes
CONVERSION TRACKING	Yes	Yes
CROSS DEVICE	Yes	Yes
CTR GUARANTEE .1%	Yes	Yes
MINIMUM IMPRESSIONS	50,000	50,000
MONTHLY MINIMUM	\$500	\$550
CPM	\$10	\$11

GEO FENCING

PRODUCT	DEVICE ID TARGETING	MICROPROXIMITY
TARGETING	Geo Fence Lookback up to 12 months	Live Geo Fencing
RETARGETING PIXEL	Yes	Yes
CONVERSION TRACKING	Yes	Yes
CROSS DEVICE	Yes	No
DAY PARTING (5 AM - MIDNIGHT)	Yes	Yes
MINIMUM IMPRESSIONS	50,000	50,000
MONTHLY MINIMUM	\$750	\$750
CPM	\$15	\$15

VIDEO STREAMING, LARGE/SMALL SCREEN

PRODUCT	LARGE SCREEN ONLY	60% LARGE/40% SMALL	LOOK BACK STREAMING TV
TARGETING	RON Geo Targeting Behavioral Demographic	RON Geo Targeting Behavioral Demographic	Geo Fencing Lookback Address Match
DESCRIPTION	Streaming TV spots (:15 or :30 secs.) run on large screens only.	Streaming TV spots (:15 or :30 secs.) run 60% on large screens and 40% on small screens (mobile or tablets).	100% Large Screen Streaming TV Campaign targeting specific devices that have been within a geo frame during a previously specified timeframe.
RETARGETING PIXEL	Yes	Yes	Yes
CONVERSION TRACKING	Yes	Yes	No
CROSS DEVICE	Yes	Yes	Yes
DAY PARTING	No	No	No
MINIMUM IMPRESSIONS	20,000	25,000	20,000
MONTHLY MINIMUM	\$900	\$875	\$1,000
CPM	\$45	\$35	\$50

Cost of video production not included. Videos should be provided in both :15 and :30 sec formats.

GOOGLE AD MANAGEMENT



PRODUCT	GOOGLE AD MANAGEMENT
DESCRIPTION	We do a thorough competitive analysis to give the client a realistic budget range, anticipated clicks, and estimated cost per click. Once approved, the campaigns are built out accordingly and the client is given access to the account to monitor progress, budget, and performance. Conversion tracking not required but recommended – assistance provided during set-up.
SET-UP FEE	\$0
MINIMUM COMMITMENT	6 months
MANAGEMENT FEE	20% of Spend

LOCAL SEO PRODUCT MATRIX

Power Your Presence Across Dozens of Search Engines

In a world where local search drives real business, consistency is key. Our Local SEO plans help you rise above the clouds with AI optimization, real-time analytics, and smart review tools — all designed to boost your visibility across dozens of directories. Whether you're just getting started or ready to scale, we've got a plan to launch your growth.

FEATURE COMPARISON

	Lift Off	Booster	Mission Control
Personal Listings Dashboard	✓	✓	✓
Google My Business Listing Optimization	✓	✓	✓
Local Listings for up to 72 Directories	✓	✓	✓
AI Search Optimized	✓	✓	✓
Real-Time Analytics	✓	✓	✓
Reporting & Audits	✓	✓	✓
Schema Review & Suggestions	✓	✓	✓
Review Alerts and Monitoring		✓	✓
Review Generation (SMS or Email)		✓	✓
Review Response		✓	✓
Additional Listing/Citations Efforts			✓
Frequently Asked Questions (FAQs)			✓
Product/Menu Service Buildout			✓
Google My Business Monthly Posting			✓
MONTHLY INVESTMENT	\$149	\$199	\$299

12-month minimum commitment on all Local SEO packages.

Skyrocket Your Local Reach with Confidence

From neighborhood searches to trusted reviews, your online visibility fuels real-world results. We'll give you the strategy, support, and tools to shine across every local listing — and beyond.



Tom Britt

FOUNDER + CEO
(317) 810-0011 x. 700
Tom@TownePost.com

Jeanne Britt

PRESIDENT
(317) 810-0011 x. 701
Jeanne@TownePost.com

Erin Turk

CHIEF OPERATING OFFICER
Erin@TownePost.com

Valerie Austin

CREATIVE DIRECTOR
Val@TownePost.com

Toni Eads

CREATIVE DIRECTOR
Toni@TownePost.com

Josh Brown

EDITOR
Josh@TownePost.com

MAILING ADDRESS/OFFICE

(317) 810-0011 (phone/fax)
8800 North Street, Ste. 117
Fishers, IN 46038



TownePost.com