

STREETCAR

SUBURBS PUBLISHING

MEDIA KIT

Our mission, your customers

Streetcar Suburbs Publishing connects and informs **100,000 residents in Hyattsville, College Park, and Laurel**. We love helping area businesses reach our readers!

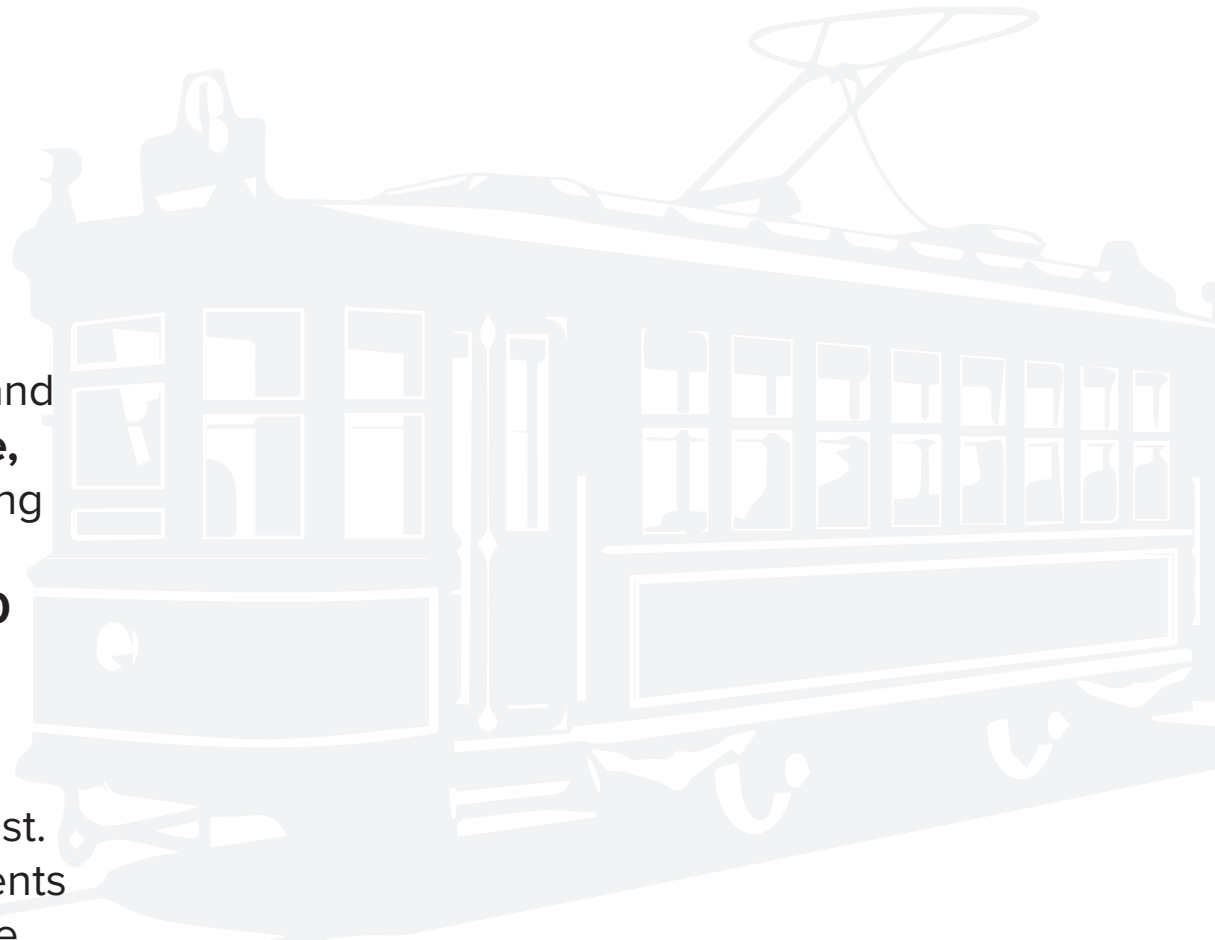
With a print circulation of **nearly 50,000 households**, we get to more homes in Prince George's County than any other print outlet, and have 2.5X the in-county circulation of the Sunday Washington Post.

Each month, we bring print advertisements to nearly every mailbox in Laurel, College Park, and the City of Hyattsville for pennies per reader.

Using our broad print circulation as a springboard, we are expanding our digital reach thanks to training and a generous grant from the Google News Initiative.

Serving zip codes

20707	20782
20708	20783
20781	20740



About our neighborhoods

Streetcar Suburbs cities are **incubators for the arts, bright ideas, and minority-owned businesses.**

Prince George's County, one of the top two wealthiest majority Black counties in the nation, has led Maryland in new business formations by a wide margin for a decade, helping make Maryland the number one state for minority-owned businesses.

Hyattsville *(circulation 10,400)*

Artists, musicians, and nonprofit professionals mix with young families in a revitalized historic district on Route 1 along a former streetcar line. Bike trails connect two branches of the Anacostia river with local breweries, an independent coffee shop, an independent bookstore, and a popular new distillery owned by the city clerk. Commercial districts, including a mall, cater to residents of new high-rise apartment buildings near metro stations.

College Park *(circulation 9,200)*

Home to the University of Maryland, a state school with more than 40,000 students. The Discovery District, a neighboring 150-acre research park, serves tech businesses and research-based start-ups like the National Quantum Lab. UMD's wide green campus hosts arts performances, sports games, and festivals. The College Park Arts Exchange and a community-run independent lending library cater to local residents and families. The city boasts thirteen strong neighborhoods each with their own civic organization, from Oldtown to Lakeland.

Laurel *(circulation 30,000)*

Founded in 1870, Laurel retains a charming Main Street with historic landmarks and thriving new retail. An historic mill worker's house now serves as the Laurel Museum, and art exhibitions are held in the opulent Montpelier Mansion. The Laurel Park Race Track, current home of the Preakness, hosts graded thoroughbred races. To the east, the Patuxent Research Refuge is part of one of the largest protected expanses of nature in the mid-Atlantic region. Defense is also a part of Laurel's makeup, with Fort Meade next door, and the headquarters of the National Security Agency (NSA) minutes away.

Why Streetcar Suburbs?



Associate your brand with a trusted, quality local information source

Our reporters live in our neighborhoods and cover stories readers can verify themselves. We carry local event calendars and information on city government services — essential reading for every resident. As a quality source of original reporting, we regularly win awards from the National Newspaper Association.



Get in front of engaged decision-makers

Our coverage of local government, local volunteer and activist groups, land use, education and the arts — as well as our voter guides — make our newspapers must-reads for local decision-makers and community leaders.



Let residents know you support their community

Customers appreciate that your advertising dollars support a vital local news nonprofit and source of community identity and pride. A long-term campaign builds your reputation as a company that gives back locally.



Awards won include top three placements for **Best Local News** coverage in 2022, 2023, and 2024, and first place for **Best Editorial** in 2025.

What advertisers are saying

Last winter, Streetcar Suburbs publications helped us to capture some of the customers that we would normally see in the summer. They offer two different publications within our geographic range. Both publications are used for municipal announcements for College Park and Hyattsville. **Knowing that the publication reaches all residents of both municipalities has been a huge boost for market awareness.** They're a very professional team and they help with graphics too.

Jim Coleman, Riverdale Park Farmers Market

Using the *Laurel Independent* as an advertising platform provides Laurel Mill Playhouse a method to reach out to our local audience and build our loyalty base. As a nonprofit community organization, **we consider the *Independent* to be a valuable, cost effective, and customizable way** to highlight our theatrical productions.

Maureen Rogers, Laurel Mill Playhouse

Advertising Opportunities

Print

Digital

Full page
Half page
Impact ad
Basic ad
Economy

Standard web ads
Billboard
Sidebar
Leaderboard
In-story

Special opportunities
Events calendar sponsor
Newsletter sponsor
BYOFacebook ad
Poll sponsor
Slideshow ad

Here & Now
College Park
VOL. 6 NO. 9 SEPTEMBER 2025 COLLEGE PARK'S AHEAD-WINNING COMMUNITY NEWSPAPER

INSIDE
Liquor stores/other calls feature returns, P. 2
Study confirms Edmonston Road noise, P. 2
Owners of recent property must register, P. 2

City Council
The Laurel Independent
VOL. 4 NO. 9 SEPTEMBER 2025 LAUREL COMMUNITY NEWSPAPER

INSIDE
Emphasizes Day of Learning activities, P. 2
New High Road noise monitor costs, P. 2
New apartment construction changes, P. 2

City council seats at play in November election

MEET OUR NEW LEAD EDITOR Dan Vespa, formerly of the Star-Ledger and the Daily News, is stepping into the shoes of the late editor, Dan Vespa, to lead the paper.

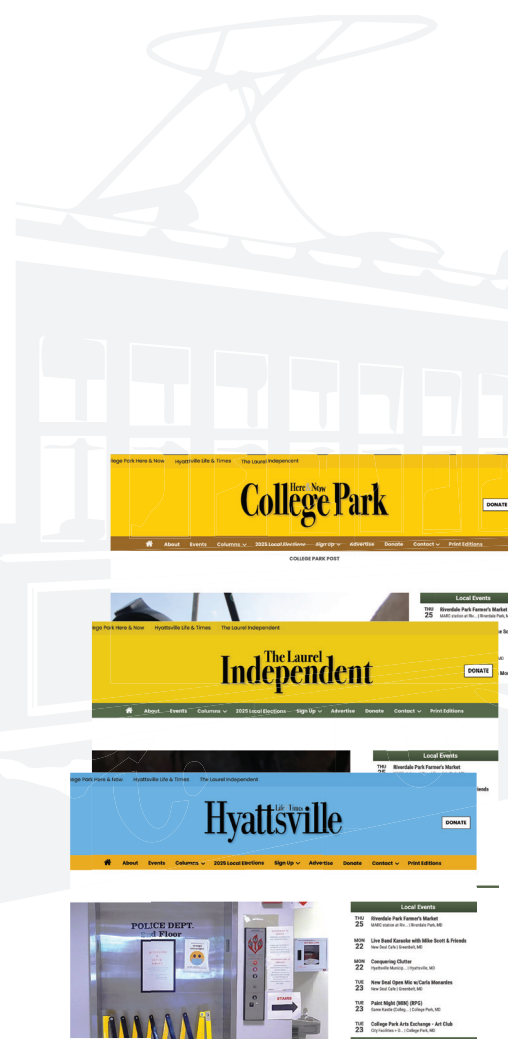
GOODBYE, CELL PRISONER Hyattsville resident, Dan Vespa, is stepping into the shoes of the late editor, Dan Vespa, to lead the paper.

Hyattsville Life & Times
VOL. 22 NO. 9 HYATTSVILLE'S AHEAD-WINNING COMMUNITY NEWSPAPER SEPTEMBER 2025

New PGPCS head focused on staffing
By JEFFREY HARTFORD

From wood to art
Hyattsville native Blake Sibore, of Forty Third Place, crafts functional pieces for homes

Audit committee to recommend more reporting, system upgrades
By JEFFREY HARTFORD

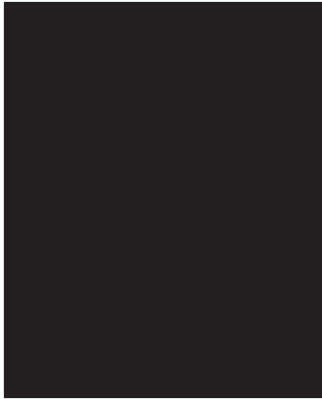


Contact for more information and pricing

Catie Currie, Business Manager
(301) 284-8611
catie@streetcarsuburbs.news

Kit Slack, Executive Director
(301) 531-5234
kit@streetcarsuburbs.news

Print Advertising Placements



Full page
10 in x 14 in

1 month.....	\$695
2 newspapers	\$1345
3 newspapers	\$1940
3 months	\$650
2 newspapers	\$1245
3 newspapers	\$1795
12 months	\$595
2 newspapers	\$1150
3 newspapers	\$1645
Add color.....	\$75
2 newspapers	\$125
3 newspapers	\$150



Half page
10 in x 7 in

1 month.....	\$385
2 newspapers	\$725
3 newspapers	\$1025
3 months	\$340
2 newspapers	\$640
3 newspapers	\$910
12 months	\$300
2 newspapers	\$570
3 newspapers	\$800
Add color.....	\$50
2 newspapers	\$75
3 newspapers	\$95



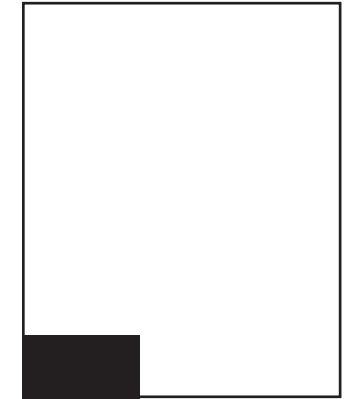
Impact
6 in x 4 in
or 4 in x 6 in

1 month.....	\$145
2 newspapers	\$285
3 newspapers	\$415
3 month.....	\$140
2 newspapers	\$270
3 newspapers	\$385
12 month	\$130
2 newspapers	\$245
3 newspapers	\$350
Add color.....	\$50
2 newspapers	\$75
3 newspapers	\$95



Basic
4 in x 3 in

1 month.....	\$79
2 newspapers	\$155
3 newspapers	\$225
3 month.....	\$75
2 newspapers	\$145
3 newspapers	\$225
12 month	\$70
2 newspapers	\$135
3 newspapers	\$195
Add color.....	\$20
2 newspapers	\$45
3 newspapers	\$55



Economy
4 in x 2 in

1 month.....	\$48
2 newspapers	\$93
3 newspapers	\$135
3 month.....	\$45
2 newspapers	\$87
3 newspapers	\$125
12 month	\$42
2 newspapers	\$78
3 newspapers	\$115
Add color.....	\$15
2 newspapers	\$25
3 newspapers	\$30

Rates in chart represent cost per newspaper.
20% additional cost for preferred placement.

Digital Advertising Placements

Billboard

2000×500 px

per month \$600

Sidebar

300×250 px

per month \$250

Leaderboard

970×250 or 728×90

per month \$400

Story Embed

728×90

per month \$400

BYOFacebook

Your most recent Facebook post will appear on our site in several optimized formats. Your ad refreshes when you make a new post for dynamic and fresh content.

Price varies depending on desired ad size; starts at \$400/month

Poll sponsor

This interactive poll lets readers jump in and share their take. You can sponsor a Streetcar Suburbs poll, or create your own.

Starts at \$500/month

Slideshow

Realtors and automotive sales, this one is for you. Show off what's available for sale with an unlimited number of photos!

Starts at \$600/month

Special advertising opportunities for community champions

Email newsletter sponsorship — The Streetcar Spotlight

Sponsor our email newsletter that informs residents weekly about local breaking news and events. Our newsletter is delivered to 1,200 residents and growing, with an average open rate of 50%.

*Rate: \$200/month
minimum 6-month commitment*

Community calendar sponsorship

Become known as the leader who supports the local arts ecosystem by sponsoring our beloved community calendars in all three print newspapers as well as digital.

*Rate: \$500 a month
minimum 3-month commitment*

Special package deals for long-term advertisers

Inbox Insider

Newsletter sponsorship
(\$200) + one sidebar digital
ad (\$250)

*Rate: \$400/month — a savings
of more than 15%
minimum 6-month commitment*

Main Street Supporter

Impact color ad in two
newspapers (\$360) + one
sidebar digital ad (\$250)

*Rate: \$500/month — a savings
of more than 15%
minimum 3-month commitment*

Civic Superhero

Full page color ad
each month in all
three award-winning
newspapers (\$1795)

+
Community calendar
sponsorship (\$500)

+
Choice of one special
digital ad format (BYO
Facebook, Poll Sponsor, or
Slideshow, \$400-600)

+
One story embed digital
ad (\$400)

*Rate: \$2800/month —
a savings of 15%!
minimum 6-month commitment*

Local News Leader

Half page color ad in two
newspapers (\$865) + one
leaderboard digital ad
(\$400)

*Rate: \$950/month — a savings
of over \$300!
minimum 3-month commitment*

Press Patron

Half page color ad in three
newspapers (\$895) + one
billboard digital ad (\$600) +
one sidebar digital ad (\$250)

*Rate: \$1500/month — a savings
of \$250!
minimum 6-month commitment*