



ABOUT CAPITALISTIC APPROACH

Capitalistic Approach is an independent media company focused on local reporting, business, culture, and community-driven storytelling across Central Texas. We combine traditional local media with modern distribution channels to help brands reach real audiences in meaningful, brand-safe environments.

We are not owned or influenced by corporate media groups or outside political interests. Our independence allows us to partner closely with advertisers who value transparency, consistency, and long-term audience trust.





LOCAL NEWSPAPER DISTRIBUTION – NEW BRAUNFELS & AUSTIN, TX

- » Projected circulation: 25,000+ copies per edition
- » Distribution through community pickup locations, businesses, events, and targeted placement
- » Audience includes working professionals, families, small business owners, and community leaders

Transparency Note:

This is the inaugural edition of our print newspaper. Circulation figures reflect planned and contracted distribution capacity, with clear placement tracking and accountability as we scale.

RIDE FOR EZEKIEL: CAR GIVEAWAY & FUNDRAISER

GET A CHANCE TO WIN 1 OF 4 CARS!

ENTER TODAY!

2025 Genesis G70
2.5T AWD

2025 Audi A5 Sport
S Line

DONATE TO EZEKIEL'S **SIGN UP FOR** **& SHARE!**

gofundme **Spectrum**

VISIT OUR WEBSITE TO ENTER ONLINE
WWW.SPECTRUMEXCLUSIVEDEALS.COM/RIDEFOREZEKIEL

*Entries Ends July 28, 2025

MEDIA & BUSINESS FEATURES

Feature Your Business.
What Appears When Customers
Search Your Business?

Build Credibility and Visibility by Appearing in
Trusted Publications.

BUSINESS LEADERS TO WATCH

Featured LOCAL BUSINESSES & ENTREPRENEURS

INNOVATORS Shaping LOCAL MARKETS

ADVERTISING & PROMOTIONAL OFFERINGS



Local Newspaper Advertising

High-visibility print placements within trusted local journalism.

Connected TV & Smart TV Commercial Placement

Reach tens of thousands of local households through streaming and Smart TV environments.

Spectrum TV Advertising Partnerships

Access cable and streaming inventory reaching hundreds of thousands of viewers depending on market and placement.

Website Design & Digital Presence

Professional website design services focused on conversion, credibility, and performance. Ideal for businesses needing modern, mobile-first sites that align with advertising campaigns and brand messaging.



Flyer & Postcard Design + Print

End-to-end flyer and postcard design, printing, and local distribution support.

Radio Ad Creation & Jingle Production

Custom scripting, voiceover recording, and jingle production. Local radio reach includes tens of thousands of listeners through commuting and repeat exposure.

Hispanic Marketing & Influencer Campaigns

Target Hispanic and bilingual audiences through culturally relevant influencer partnerships, Spanish and bilingual content creation, and community-based storytelling. Campaigns are designed to build trust, not just impressions.

Advertiser Loyalty Incentives

Eligible partners may qualify for an annual loyalty rebate of up to 4% based on total annual ad spend. Details available upon request.



ADVERTISING SPECIFICATIONS & PLACEMENT

Print Ad Sizes

- » Full Page: 10.25" × 14"
- » Half Page: 10.25" × 7" or 5" × 14"
- » Quarter Page: 5" × 7" or 10.25" × 3.5"
- » Eighth Page: 5" × 3.5"

File Requirements

PDF preferred, CMYK color, 300 DPI minimum. Bleed required for full-page ads.

Placement Notes

All placements subject to editorial review and availability. Ad placement does not imply endorsement. No performance guarantees are made.

CONTACT ME

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