IRVING WEEKLY

MEDIA KIT · NOVEMBER 2026

irvingweekly.com/advertise

Local news. Local impact.

About Irving Weekly

Irving Weekly is a trusted local news source serving Irving and the greater Dallas/Fort Worth area since 2008. We deliver daily coverage of local crime, community events, education, business, health and more.

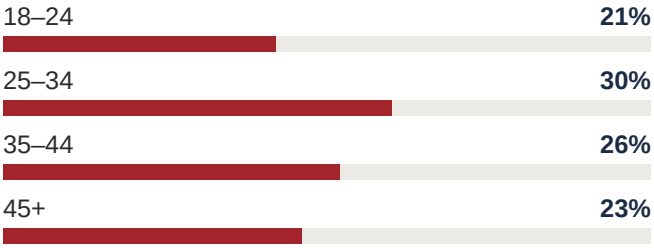
Coverage area: Irving, Las Colinas, Grand Prairie, Arlington, Dallas-Fort Worth

52,000+	65,000+	5,235	28,700
MONTHLY READERS	MONTHLY PAGE VIEWS	NEWSLETTER SUBSCRIBERS	SOCIAL FOLLOWERS

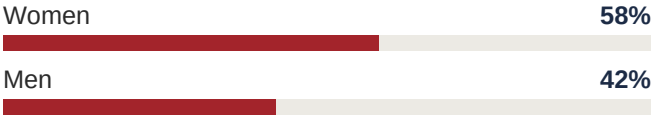
Audience figures as of November 2026.

Who reads us

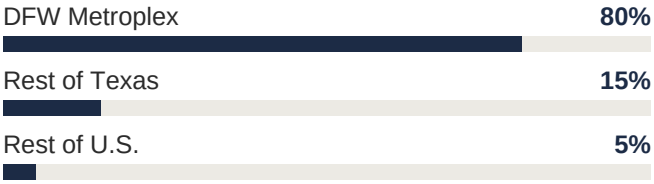
AGE



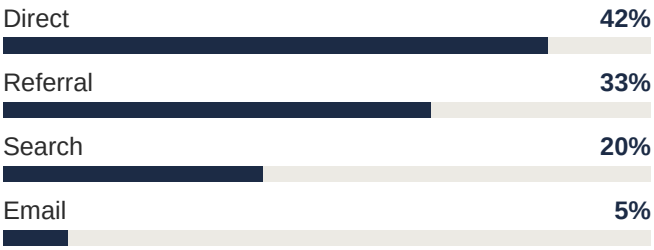
GENDER



WHERE READERS LIVE



HOW THEY FIND US



Interests: Local news, schools, local government, events

Be seen on every news story, or own a section

Display ads can run site-wide (home page, section pages, obituaries and every news story) or on one section you sponsor, where your ad appears on that section and every story in it.

Above-Footer Banner

$300 / month site-wide
$150 / month one section

A wide banner just above the footer on every page: home page, sections, obituaries and every news story.

Size: 728 x 90 leaderboard (upload 1456 x 180 for sharp phones and retina screens)

Right Column Box

$200 / month site-wide
$100 / month one section

A box in the right-hand column next to every news story, plus section and obituary pages. Shows above the story list on phones.

Size: 300 x 250 medium rectangle (upload 600 x 500)

Full-Page Popup

$900 / month site-wide
$400 / month one section

A full-screen ad readers see before continuing to the story. Shown at most once a day per reader, never on the first page someone lands on from Google.

Size: 640 x 480 (upload 1280 x 960). Keep text large, it shrinks on phones.

Sponsored Text Link

$75 / month site-wide
$40 / month one section

A short headline, one line of text and your link in the "From Our Sponsors" box in the right column. No artwork needed.

Size: Headline up to 60 characters + 1 line up to 140 characters

Newsletter Banner

$150 / week

Your banner in The Weekly Briefing, emailed to every subscriber each Friday with the week's top 10 stories. Two sponsors per issue.

Size: 600 x 100 (upload 1200 x 200)

Sponsored Article

$350 each

A branded article written by you or our editorial team, with links to your website and social media, placement on the home page and a social media post. Indexed by Google and Bing. DFW businesses only.

Size: Send your draft or talking points with the order

Sections available to sponsor

Obituaries · Sports · Business · Financial · Health · Technology · Travel

Run longer, pay less: 3+ months 10% off · 6+ months 15% off · 12+ months 20% off (applied automatically).

Book online in minutes

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Custom packages: advertising@irvingweekly.com · (972) 807-3631