

Media kit

The Aledo Ledger is a free morning newsletter and public-records site for the Aledo ISD footprint: Aledo, Willow Park, Hudson Oaks, the Annettas and Walsh. It launched Sept. 4, 2026. Every entry links to the record it came from; sponsors are labeled and never touch the editorial side.

The audience

~12,500

Households in the Aledo ISD footprint
(Ledger estimate from enrollment and census data)

1,900

New households a year through 2031, per the district's demographer

17,564

Projected Aledo ISD enrollment by 2031, up from about 8,100

\$1.06B

City of Aledo taxable value, 2026, including \$41 million in new improvements

Reader counts and open rates are reported to sponsors monthly from the email platform; the Ledger publishes its own numbers rather than estimates once there are three months of data.

The product

- Email editions two or three mornings a week, plus a Saturday Bearcats edition in football season.
- The Growth Ledger: the weekly record of permits, plats, tax rates and business filings.
- Tools readers share: the 2026 tax-bill estimator, the phone calendar of every meeting and game, the newcomer guide.
- The data archive: 100-plus public sources, each verified and linked.

Packages

\$1,500

Presenting sponsor, per month, annual.
Top of every edition and the home page,
category-exclusive, named on the site.

\$150

Community board, per month. A three-
line listing in every edition. Month to
month.

\$750

Section sponsor, per month. The Growth
Ledger or the Bearcats edition. Annual
or seasonal.

Founding sponsor

The first three annual sponsors are
named as founding sponsors for as long
as the Ledger publishes, and lock their
rate for the life of their commitment.

What sponsors get, and don't

- Placement in every edition, a monthly reach report, and a named line on the sponsors page.
- No editorial say and no preview. Sponsors never see an entry before it runs.
- No reader data. The list is never shared or sold.
- Plain labeling. Every sponsored placement says so.

Ask about a package: sponsors@aledoledger.com, or the form on the [sponsors page](#).

