



My **COUNTY** **DIRECT**®

**Promoting
Local
Businesses**
since 2004

THE FIRST, BEST, ADVERTISING FOR LOCAL BUSINESSES.

Low cost. High Return.



Trembling Giant®
Marketing

WE MAKE PEOPLE WANT TO CHECK THEIR MAIL AGAIN.



WE HAVE THE BEST ROI IN LOCAL ADVERTISING.

My County Direct® is rapidly growing to be the most trusted and most effective local advertising solution for small businesses in central Maryland. Trusted by hundreds of independent, local, small businesses, My County Direct® spreads awareness, shares information, and drives leads and sales through superior custom design (included) and a welcoming, community-focused magazine format.

Since 2004, the great team at Trembling Giant Marketing have been providing highly effective, low-cost, high quality advertising opportunities to local businesses. Our Sykesville, Maryland business has been a guiding light for people trying to navigate a complex and often misleading marketing landscape.

Every month, our community booklets reach hundreds of thousands of households in Baltimore, Carroll, and Howard counties.



WE MAKE THE PHONE RING.

WE DRIVE RESULTS.

YOU'RE REMEMBERED! Consumers have over **70% higher brand recall** when exposed to direct mail advertising vs digital!

IT'S WHAT THE PEOPLE WANT! Over **70% of consumers** say they **prefer direct mail advertising** when receiving unsolicited offers from companies!

THEY REACH OUT TO YOU! As of 2024, direct mail marketing has a measured typical response rate around 4.4%, but many other market surveys report an average response rate of **9% or more!**

THEY ACTUALLY LOOK AT IT! Our magazine format has an **80-90% open rate**, compared to direct mail advertisers who send out offers in an envelope, where they are lucky to get a 20% open rate (similar to email marketing).

REAL WORLD NUMBERS

RETURN ON INVESTMENT

Many marketers and advertisers consider a 5:1 return on investment to be a GOOD return, that is \$5 in sales for every \$1 spent on the marketing or advertising product. They also consider a 10:1 return on investment to be a GREAT return. Several of our loyal, local, independent advertising businesses who accurately track their customer engagements report **returns on their investment of over 25:1!**



HOW DOES IT WORK?

BREAK THROUGH. Directly delivered to homes, it gets right into their hands. The high quality print and paper, coupled with powerful design (included FREE) piques consumer curiosity and interest. It is ALL local businesses, neighbors who have a stake in their community, and brimming with great promotional offers and deals.

REPETITION. My County Direct® Consumer Edition hits homes every month! That familiarity builds trust.

ENGAGEMENT. My County Direct® Consumer Edition is non-aggressive or disruptive in the mail. Homeowners make the personal choice to engage with it, being MORE accepting and engaged with what they see. All of our advertisers encourage their audience to reach out with a strong call to action.

The name My County Direct®, and its derivatives, My Carroll Direct®, My Howard Direct®, My Baltimore Direct®, and My County Direct B2B®, are the copyright and registered trademarks of Trembling Giant Marketing, LLC®, 2025.



PRICING

Valid Through December 1, 2026

2-Page Spread Ad
11" x 8.5"
(+1/8" bleed)

Full Page Ad
5.25" x 8.5"
(+1/8" bleed)

Front Cover Ad
5.5" x 6.875"
(+1/8" bleed)

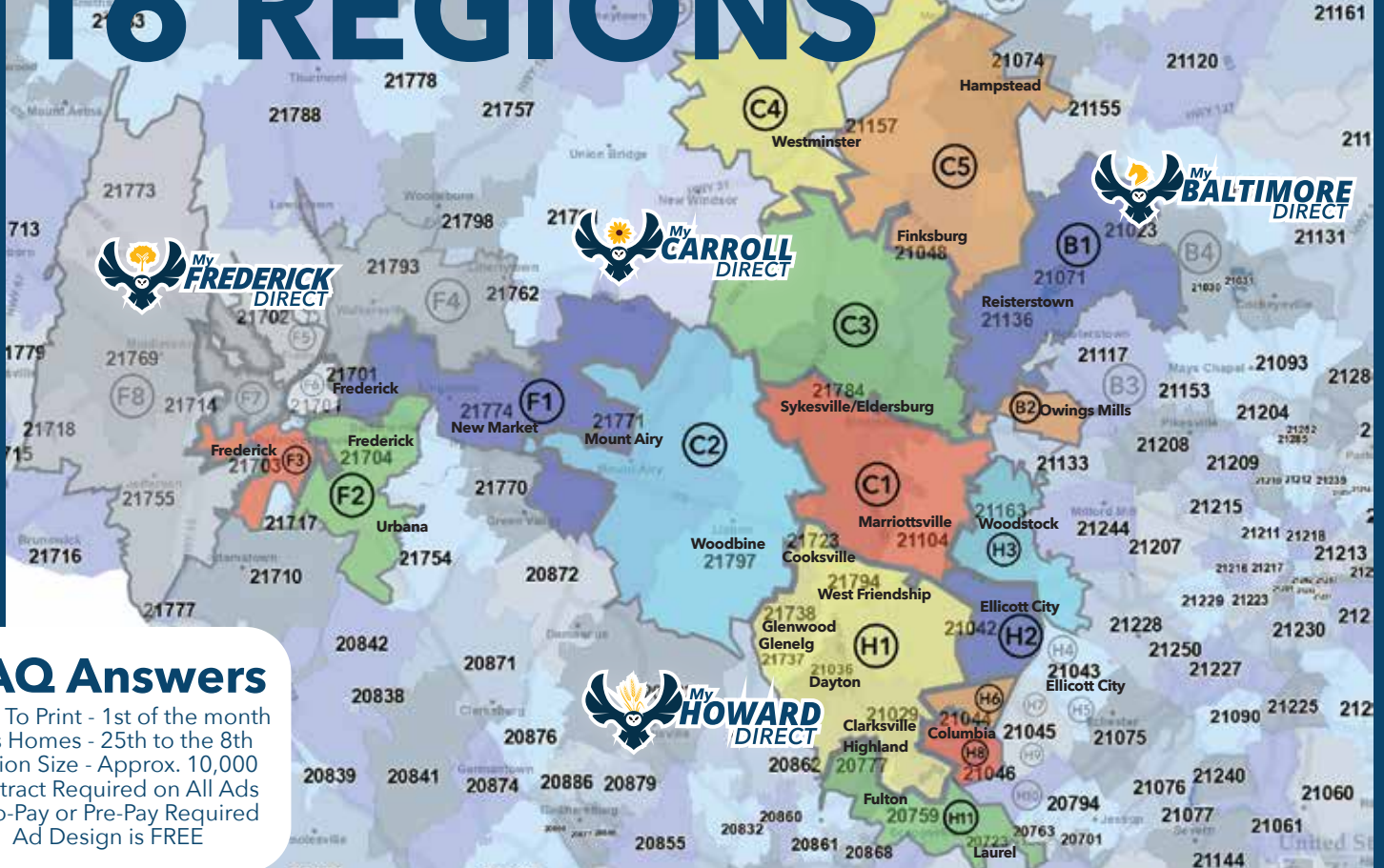
Back Cover Ad
5.5" x 5.25"
(+1/8" bleed)

Ad Size	Dimensions	Month-to-Month*	12 Ads Prepaid†	12mo. Contract*	5+ Regions*	10+ Regions*	15+ Regions*
Full page	5.25"x8.5"	\$350	\$220 (\$2,640)	\$224	\$217	\$210	\$199
Spread	11"x8.5"	\$600	\$395 (\$4,740)	\$399	\$387	\$375	\$350
Back cover	5.5"x5.25"	\$700	\$565 (\$6,780)	\$575	\$557	\$539	\$520
Front cover	5.5"x6.875"	\$900	\$735 (\$8,820)	\$750	\$725	\$700	\$675

* Price listed is Per Region Per Month; † First Price listed is the pro-rated monthly cost per ad placement; in parenthesis is the amount to be paid in full, up-front

16 REGIONS

Last Updated July 30, 2025



FAQ Answers

Goes To Print - 1st of the month
Hits Homes - 25th to the 8th
Region Size - Approx. 10,000
Contract Required on All Ads
Auto-Pay or Pre-Pay Required
Ad Design is FREE

Demographics:

Region	Average Household Income (high/low)	Median Age	Percentage of Households With Residents of:						
			Age 0-17	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+
B1 - Reisterstown/Glyndon	\$112,885 (\$236,114 / \$76,253)	57	39%	3%	18%	19%	20%	23%	38%
B2 - West Owings Mills	\$100,662 (\$132,221 / \$76,621)	51	30%	2%	19%	19%	20%	18%	22%
C1 - Sykesville/Marriottsville	\$142,412 (\$189,302 / \$105,975)	58	46%	3%	18%	21%	21%	25%	41%
C2 - Mount Airy/Woodbine	\$142,412 (\$189,695 / \$126,912)	57	49%	4%	20%	21%	21%	28%	37%
C3 - Eldersburg/Gamber	\$134,040 (\$177,528 / \$122,640)	57	48%	3%	19%	22%	20%	25%	40%
C4 - Westminster	\$116,250 (\$142,262 / \$62,047)	56	46%	3%	19%	21%	19%	22%	34%
C5 - Westminster/Finksburg	\$116,250 (\$142,077 / \$100,090)	58	46%	3%	18%	21%	19%	24%	40%
F1 - New Market	\$142,233 (\$125,564 / \$160,000)	55	50%	4%	18%	23%	23%	24%	33%
F2 - Frederick-Urbana Corridor	\$141,119 (\$183,082 / \$89,921)	54	42%	4%	15%	20%	23%	22%	27%
F3 - Ballenger Creek	\$110,163 (\$136,422 / \$75,474)	51	37%	2%	19%	21%	19%	18%	22%
H1 - NW Howard County	\$213,070 (\$239,057 / \$165,245)	56	49%	4%	18%	19%	24%	29%	37%
H2 - West Ellicott City	\$168,285 (\$214,746 / \$74,543)	55	44%	3%	16%	20%	22%	23%	36%
H3 - Ellicott City/Woodstock	\$142,2708 (\$205,559 / \$56,540)	56	37%	3%	16%	19%	21%	23%	37%
H6 - NorthWest Columbia	\$111,414 (\$183,668 / \$79,660)	53	26%	2%	18%	17%	16%	18%	24%
H8 - SouthWest Columbia	\$144,436 (\$213,617 / \$95,111)	54	40%	3%	17%	21%	19%	21%	34%
H11 - Highland-Laurel Corridor	\$152,930 (\$209,250 / \$110,130)	55	50%	3%	17%	22%	25%	26%	36%







REGION BREAKDOWN

Book	ZIP & Region	Homes	Median Household Income	Median Age	Homes w/ Children
B1	21136 Reisterstown & Glyndon	10,232	\$112,885 (\$236,114 / \$76,253)	57	39% (3,991)
B2	21117 Owings Mills	11,604	\$100,662 (\$132,221/\$76,621)	51	30% (3,482)
C1	21104 Marriottsville	2,154	\$172,478 (\$189,302/\$142,412)	58	46% (991)
C1	21784 Sykesville/Eldersburg	8,096	\$132,956 (\$167,388/\$105,975)	56.5	46% (3,725)
C2	21771 Mount Airy	7,199	\$141,971 (\$185,115/\$126,912)	57	49% (3,528)
C2	21797 Woodbine	3,091	\$170,823 (\$189,695/\$133,289)	57.5	49% (1,515)
C3	21048 Finksburg	1,793	\$139,750 (\$141,564/\$127,231)	58	46% (825)
C3	21157 Westminster	3,424	\$123,588 (\$138,478/\$122,640)	59	48% (1,644)
C3	21784 Sykesville/Eldersburg	5,905	\$137,168 (\$177,528/\$123,489)	57	48% (2,834)
C4	21157 Westminster	5,065	\$116,250 (\$123,000/\$62,047)	56	42% (2,127)
C4	21158 Westminster	5,712	\$115,495 (\$142,262/\$98,999)	55	46% (2,628)
C5	21048 Finksburg	2,200	\$125,033 (\$130,907/\$114,390)	58	45% (979)
C5	21074 Hampstead	4,194	\$116,250 (\$124,494/\$100,090)	58	47% (1,971)
C5	21136 Reisterstown	545	\$136,104 (\$136,104/\$136,104)	57	47% (256)
C5	21157 Westminster	3,107	\$116,221 (\$142,077/\$102,022)	59.5	45% (1,398)
F1	21701 Frederick	497	\$116,250 (\$116,250/\$116,250)	50	36% (179)
F1	21771 Mount Airy	2,644	\$142,233 (\$155,482/\$136,299)	57	50% (1,322)
F1	21774 New Market	6,495	\$141,941 (\$160,000/\$125,594)	50.5	52% (3,345)
F2	21701 Frederick	3,215	\$127,530 (\$154,004/\$115,128)	54.5	44% (1,399)
F2	21704 Frederick	7,491	\$143,076 (\$183,082/\$89,921)	53.5	42% (3,146)
F3	21703 Frederick	9,777	\$112,541 (\$136,422/\$75,474)	50.5	37% (3,617)
H1	21029 Clarksville	3,957	\$215,686 (\$236,468/\$179,294)	56	47% (1,860)
H1	21036 Dayton	772	\$197,385 (\$204,345/\$190,424)	57	49% (374)
H1	21042 Ellicott City	3,027	\$204,985 (\$234,060/\$165,245)	55	46% (1,392)
H1	21723 Cooksville	317	\$179,805 (\$179,805/\$179,805)	55	48% (152)
H1	21737 Glenelg	605	\$230,076 (\$239,057/\$221,095)	54.5	59% (354)
H1	21738 Glenwood	1,046	\$219,407 (\$221,248/\$218,805)	56	53% (554)
H1	21794 West Friendship	800	\$198,825 (\$213,070/\$184,579)	56.5	52% (412)
H2	21042 Ellicott City	10,356	\$268,285 (\$214,746/\$74,543)	55	44% (4,557)
H3	21042 Ellicott City	1,977	\$189,622 (\$205,559/\$184,231)	56	48% (939)
H3	21043 Ellicott City	6,344	\$88,640 (\$145,490/\$54,480)	56	46% (2,918)
H3	21163 Woodstock	2,721	\$143,999 (\$170,083/\$139,104)	58	40% (1,088)
H6	21044 Columbia	10,557	\$111,414 (\$183,668/\$79,660)	53	26% (2,745)
H8	21044 Columbia	9,024	\$143,008 (\$213,617/\$95,111)	54	40% (3,610)
H8	21046 Columbia	1,396	\$151,681 (\$156,624/\$141,619)	54	46% (642)
H11	20723 Laurel	6,697	\$151,281 (\$204,653/\$120,123)	54	50% (3,349)
H11	20759 Fulton	2,273	\$198,587 (\$199,148/\$178,009)	51.5	50% (1,137)
H11	20777 Highland	1,133	\$207,101 (\$209,250/\$206,413)	56	50% (567)

OTHER REGION DETAILS

RANKING

	Demographics: Region	AVERAGE						HIGH to LOW		
		Owner %	Renter %	Homes 15+ Years	Homes 20+ Years	Residents 10+ Years	Residents 0-2 Years	Owner %	Homes 20+ Years	Residents 10+ Years
	B1 - Reisterstown/Glyndon	79%	21%	81%	79%	52%	10%	H1 93%	C3 90%	C2 58%
	B2 - West Owings Mills	50%	48%	41%	39%	36%	12%	C2 93%	C2 88%	C3 58%
	C1 - Sykesville/Marriottsville	81%	19%	73%	72%	52%	11%	C3 91%	C5 84%	C5 56%
	C2 - Mount Airy/Woodbine	93%	7%	91%	88%	58%	11%	F1 91%	B1 79%	H1 53%
	C3 - Eldersburg/Gamber	91%	9%	91%	90%	58%	10%	C5 88%	H1 78%	B1 52%
	C4 - Westminster	77%	22%	78%	76%	48%	11%	H11 84%	C4 76%	C1 52%
	C5 - Westminster/Finksburg	88%	12%	85%	84%	56%	11%	C1 81%	H2 74%	C4 48%
	F1 - New Market	91%	9%	74%	70%	44%	18%	F2 81%	C1 72%	H2 48%
	F2 - Frederick-Urbana Corridor	81%	18%	64%	55%	37%	17%	B1 79%	F1 70%	H8 47%
	F3 - Ballenger Creek	73%	27%	58%	57%	33%	16%	C4 77%	H8 67%	H3 45%
	H1 - NW Howard County	93%	7%	83%	78%	53%	11%	H2 77%	H11 65%	H11 45%
	H2 - West Ellicott City	77%	18%	75%	74%	48%	12%	F3 73%	H3 58%	F1 44%
	H3 - Ellicott City/Woodstock	65%	32%	61%	58%	45%	10%	H8 68%	F3 57%	H6 38%
	H6 - NorthWest Columbia	43%	52%	39%	39%	38%	11%	H3 65%	F2 55%	F2 37%
	H8 - SouthWest Columbia	68%	30%	68%	67%	47%	12%	B2 50%	B2 39%	B2 36%
	H11 - Highland-Laurel Corridor	84%	15%	71%	65%	45%	13%	H6 43%	H6 39%	F3 33%

Terms & Conditions - My County Direct

This application for advertising is subject to written acceptance by Trembling Giant Marketing, LLC (hereinafter referred to as "Marketer").

Advertising services offered through Marketer for My County Direct®, and its derivatives, are for direct mail services for up to 140,000 homes and businesses (up to 10,000 in each region) in Carroll, Howard, and Baltimore counties regions (regions subject to change with notification from Marketer). Marketer also offers a Digital & Social Media Program that includes: boosting SEO with a listing on MyCarrollDirect.com and RatedTrades.us, sharing promotional offers and exclusive deals via Facebook, and custom social media posts on Facebook.com.mycarrolldirect. The Digital & Social Media Program is a standalone program and does not require participation in My County Direct, but Advertisers may opt to participate in both offerings.

Marketer will provide a draft ad to Advertiser each month. Advertiser must provide approval or changes to Marketer no later than the 25th of each month. If approval is not received from Advertiser by the 25th of each month, Marketer will deem the ad as approved. If Advertiser requests a change after the 25th of each month, Marketer reserves the right to deny the change or the Advertiser will be responsible for a \$25 art fee per requested change, the decision of which shall solely be within Marketer's discretion. In the event the ad involves a dated offer, but Advertiser does not provide a new offer to Marketer by the 25th of each month, Marketer will extend the dated offer by 1 additional month.

Although Marketer has estimated or intends a date when advertising shall be printed and distributed, it is not unusual that the completion of an advertising directory be delayed by a month or more and Advertiser has been so informed and understands and accepts reasonable delays in the publication and distribution of said booklet.

Advertising plans may be purchased through Prepaid, Annual, or Month to Month options. **Payment is required in advance of the provision of services for all plan options.** Payment for the Prepaid plan, for a term of 12 months, is due upon the execution of these terms and conditions. Payment for the Annual plan, for a term of 12 months, must be made by recurring ACH or credit card payment. Month to Month plans may be paid in any acceptable form, as set forth below, and payment is due upon receipt of invoice. Month to Month plans renew on a monthly basis. Marketer is not obligated to create any graphics or provide any advertising or digital marketing services without prepayment in full of the Advertiser's order. Additional terms for any payment arrangements made outside of the Prepaid plan are detailed on the invoice provided by Marketer to the Advertiser.

Payments may be made by ACH, credit card, check, or cash, except as otherwise set forth herein. If Advertiser wishes to pay by ACH or credit card, please complete the form below. All credit card transactions will carry an additional 3% processing fee. Checks must be made payable to Trembling Giant Marketing, LLC. Cash may be accepted in person and is not to be sent through any mail or courier service. Account representatives are not authorized to accept services and/or merchandise in trade.

Marketer shall be the owner of all work produced as part of the services contemplated herein. Marketer may use the work produced for any Advertiser as part of its own marketing efforts.

If either party is in default of performance of any material obligation under this Agreement, the party that is not in default may give written notice of the default to the other party and if the party notified fails to correct the default within 15 days or within such period fails to satisfy the party giving notice that the default does not exist, the party giving notice may terminate this Agreement upon expiration of the 15 day period. The termination of this Agreement will not affect any right or remedy that has accrued to either party at the time of termination. All fees earned by Marketer up to the point of termination shall be due. Refunds shall only be issued in the event Marketer is unable to perform the terms of the agreement.

Advertiser will indemnify, hold harmless, and defend Marketer and any respective affiliated enterprises, regents, officers, directors, attorneys, employees, representatives and agents from all claims, demands, causes of action, and judgments for injury or death of any person or damage to property that result directly or indirectly from the negligent or intentional acts or omissions of Advertiser or its officers, agents, or employees in the performance of this Agreement.

Neither party hereto will be liable or responsible to the other for any loss or damage or for any delays or failure to perform due to causes beyond its reasonable control including, but not limited to, acts of God, governmental laws or regulations, strikes, epidemics, war, riots, civil unrest, flood, fire, tsunami, volcano, sabotage, air space closure, supply chain disruptions, or any other circumstances of like character and beyond the party's control ("force majeure occurrence").

Advertiser acknowledges and agrees that in no event shall Marketer, or any of its officers, directors, employees, agents, or representatives be liable to Advertiser or any other party for any losses, injury, or damages of kind, whether such liability is based on contract, tort, negligence, or otherwise, arising from or relating to this agreement or resulting from the use of or inability to use the services or the performance or non-performance of any services, including the failure of essential purpose, even if Marketer has been notified of the possibility or likelihood of such damages occurring. Advertiser agrees that Marketer's liability hereunder for damages, regardless of the form of action, will not exceed the total amount actually paid for services at issue during the preceding 12 month period.

Advertiser is not relying upon any promise, warranty, statement, inducement, or representation purportedly made by Marketer or its representatives other than those expressly contained herein.

No delay or omission in exercising any right accruing upon a default in performance of this Agreement will impair any right or be construed to be a waiver of any right. A waiver of any default under this Agreement will not be construed to be a waiver of any subsequent default under this Agreement.

It is expressly agreed that the Parties shall be independent contractors and that the relationship between the Parties shall not constitute a partnership, joint venture or agency. Neither Party shall have the authority to make any statements, representations or commitments of any kind, or to take any action, which shall be binding on the other Party, without the prior consent of such other Party.

Advertiser may not assign this agreement, in whole or in part, without the prior written consent of Marketer.

The name My County Direct, and its derivatives, are the copyright of Trembling Giant Marketing, LLC, 2024 & 2025.

Maryland law shall control any disputes between the parties hereto and in the event that any provision or portion of this contract is deemed to be invalid or unenforceable, the remaining terms and provisions shall remain in full force and effect.

This is the entire agreement between the parties and supersedes all prior representations, understandings, undertakings or agreements (whether oral or written and whether expressed or implied) of the parties with respect to the subject matter hereof. This Agreement may not be altered, modified, or amended, unless such amendment is in writing signed by the parties.

This agreement may be electronically signed and may be signed in counterparts.

Advertiser has carefully read and understood the terms of this contract before signing. The individual executing this agreement has been duly authorized to act for and bind the individual or entity upon which this agreement is being signed.



Advertiser Information

Company Name _____ Contact Person _____

Street Address _____

City _____ State _____ ZIP code _____ Phone _____

Email _____

Prepay ☐ Annual Contract ☐ Month-to-Month ☐ CORE Digital Package ☐ Digital Package PLUS ☐

Ad size(s), region(s), commitments: _____

Total charges per month _____ Total months to be charged _____

☐ I have read the terms and conditions above.

Signature _____ Date _____