CREATIVE & SPECS

- Complimentary simple layout; complex design $45/hr
- Deadlines: Print creative due days before print date; Web/Social: 2 business days lead time

UPGRADES & SPONSORSHIPS

- Sports Coverage Presented by [Your Business]: $250/month add-on
- Weekly Community Calendar Sponsor: $150/month add-on (logo on page + link online)
- Contest/Giveaway Co-host: from $200 + prize (lead capture)
- Local Spotlight Month Feature: $350 (includes 1 mini-story + social cross-post)

COMMUNITY DISCOUNTS

- 10% off for nonprofits, churches, and startups (<2 years)
- Prepay 6 months: extra 5% off
- Prepay 12 months: 10% off

CONTACT

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AD RATE BROCHURE

PRINT (PER MONTH)

AD SIZE	RATE (COLOR)	RATE (B&W)
Full Page	$750	---
Half Page	$450	$325
Quarter Page	$225	$175
Eighth Page	$150	$100
Business Card	$100	$75

Premium Placements (limited inventory)
- Back Page: $950/month
- Inside Front/Back Cover: $800/month
- Front Banner (bottom strip): $750/month
- Inserts: from $0.09/insert + print cost (min. 2,000)
- Add $50 for guaranteed section placement (Sports, Obits, Community)

WEBSITE (MONTHLY)

PLACEMENT	SIZE	EST. REACH	RATE
Leaderboard (Top/Sticky)	728×90	High	$600
Medium Rectangle	300×250	Medium	$400

REIMAGINING LOCAL NEWS

AD SIZE COMPARISON

Size of ads shown do not reflect the final production size. This graphic is to illustrate the comparison of sizes only.

SOCIAL MEDIA (FACEBOOK)

Note: Due to Meta's restrictions on news outlet advertising, all packages are 100% organic (non-paid) but reach our engaged local followers directly.

PACKAGE	RATE	DELIVERABLES
Social Boost	$100	1-time featured post
Social Week	$175	1 featured post + 7 days of tags
Social Takeover (month long campaign)	$400	4 featured posts (weekly) + 28 days of tags

PRINT + DIGITAL BUNDLES (BEST VALUE)

BUNDLE	WHAT'S INCLUDED	VALUE	YOUR PRICE
Local Starter	⅛-page print + 1 Social Boost	$250	$200
Community Builder	¼-page print + Medium Rectangle + 2 Social Weeks	$975	$600
All-In Visibility	½-page print + Website Leaderboard + Social Takeover	$1,450	$1,150