

COME GROW WITH US!
www.eastcobbnews.com

**2021-22 MEDIA KIT &
RATE INFORMATION**



East Cobb News
Local News for the Way You Live Today

The Power of Why

Since 2017, *East Cobb News* has been fully invested in building a sense of community with timely, professionally reported online news and information, and in promoting local businesses, which strengthen our community.



It's From the Heart

Raised and educated here, we call East Cobb our *home*. We consider it a privilege to be able to serve our community this way.

It's All About Local

With local news in steep decline, it's never been more important to have a trusted, reliable community news resource.

It's About Connection

While established media outlets stretch themselves thin and cut back, *East Cobb News* is growing, going all-in and deeply cultivating community-minded readers.





The Power of Local

At *East Cobb News*, we've led coverage of issues important to the community—Cityhood, schools, development, quality of life and the COVID response.

We post several times a day *every day*, so when East Cobbers want to find out what's going on *right now*, they know where to turn. You'll want to be there too.

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Fast Facts

2021 *East Cobb News* Audience (Coverage area pop. 200K)

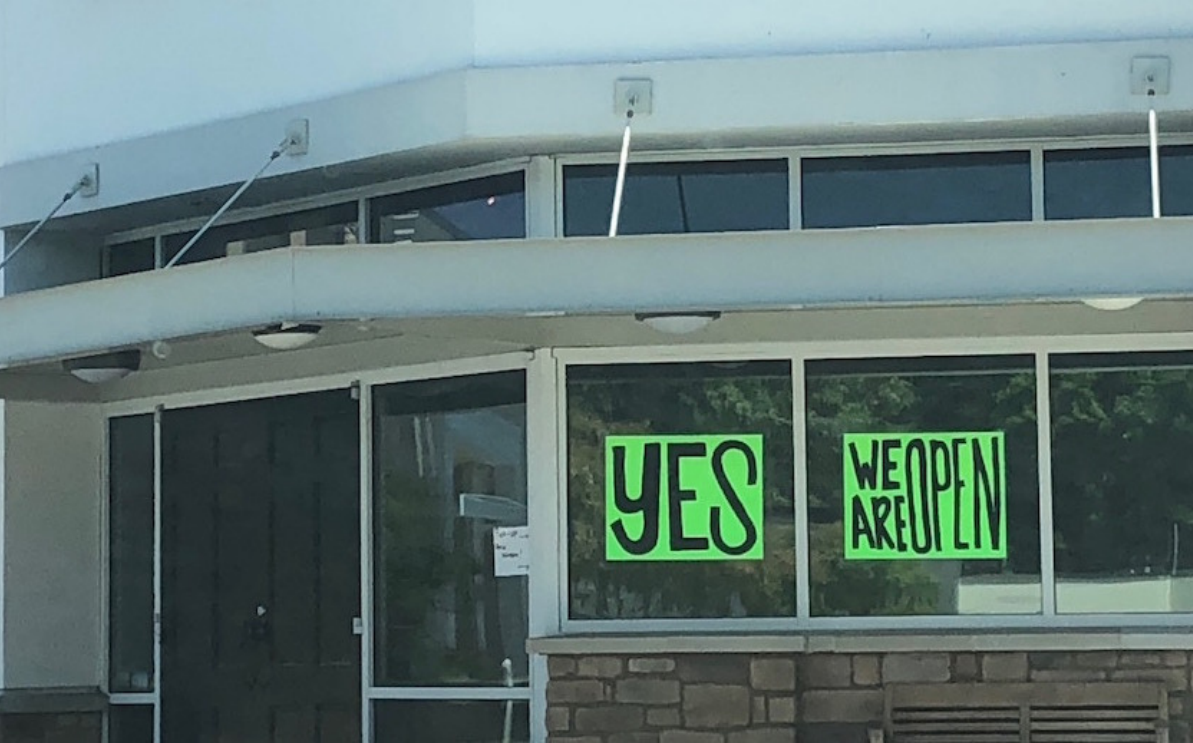
- 160K avg monthly page views
- 75K avg monthly unique visitors
- 15K newsletter + social media reach
- 3/4 get their news via mobile devices
- On track to surpass 2020 traffic (1.6M)



The Power of Now

In these challenging and uncertain times, it's important to have trusted allies to help you recover and prosper. At *East Cobb News*, we're a local business owner too, and can relate. Our creative advertising products are designed to fit your marketing objectives and budget. We call it *value-oriented* digital advertising, and it's ideal to assist your search for new customers and business.

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Why *East Cobb News*?

- A range of flat-rate plans
- No rotating/disappearing ads or complicated click-through rates
- Customized packages
- Easy and affordable pricing
- Targeted, measurable reporting

The *East Cobb News* ad-vantage

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Display

- 3, 6, 9 or 12-month campaigns
- Add-on deals for 6+ months
- Pricing starts at \$250/month
 - 1st-time campaigns get an introductory news story
- 1-2 month campaigns for events
 - Social media promotions

Newsletter

- Reach a high-value audience on our best traffic day
- Add-on deals for 4+ weeks
- Pricing starts at \$250/week
- Extra social media promos

Sponsored

- Your marketing message is told in a narrative format in our news column
- Explain your expertise to *really* distinguish yourself from the competition
- Excellent search-engine and homepage placement
- Pricing starts at \$250/week
- Add-on deals for 4+ weeks

Custom Packages

We'll create a campaign from our products that meets your needs and budget. Flexible pricing and add-on incentives are available.



REGISTER ONLINE
DOGDAYSRUN.COM

2021
ROTARY OF EAST COBB
DOG DAYS RUN
AUGUST 7TH MCGLESKEY - EAST COBB YMCA
PROCEEDS BENEFITTING
COBB COUNTY CHARITIES

ANNUAL 5K RACE
IS BACK!

The poster features a golden retriever's head in the center, surrounded by a gear-like border. The text is in white and yellow, set against a dark blue background.



OVERTURE[®]
POWERS FERRY
55+ ACTIVE ADULT
LIVING

Brand New 55+
Apartment Homes
In Cobb County

Located In Atlanta, GA

VISIT
WEBSITE

🏠 ♿ 55*

The advertisement shows a modern apartment interior with a living area, dining table, and kitchen. The text is in white and blue, set against a dark blue background.

Ready to Come Grow With Us?

Get In Touch! • 404-219-4278 • advertising@eastcobbnews.com



We want to make advertising with *East Cobb News* your easiest business decision!

www.eastcobbnews.com

- Keep your marketing dollars here, in East Cobb, where your message gets an authentic local touch!
- Our mission is to champion local news and business!
- Nobody else is doing this
- Be local, buy local, support local!

