

COME GROW WITH US!
www.eastcobbnews.com

**2023 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 the local news business in sharp 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

2022 East Cobb News Audience
(Coverage area pop. 200K)

- 130K avg monthly page views
- 70K avg monthly unique visitors
- 15K newsletter + social media reach
- 3/4 get their news via mobile devices



Why Readers Like *East Cobb News*

— "You have a great sense of the community and what makes it tick."

— "Appreciate your deep and objective coverage. Thank you."

— "I read it religiously. I have lived in East Cobb for 43 years. It is my community of people and places. Keeping up with things tightens the feelings I have for East Cobb. Basically, I love your publication!"



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 also a local business, 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 \$300/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 \$150/week
- Leaderboard positions available for top-line exposure
- 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.



OVERTURE®
POWERS FERRY
55+ ACTIVE ADULT LIVING

Brand New 55+ Apartment Homes In Cobb County
Located In Atlanta, GA

VISIT WEBSITE

55+



Create Holiday Memories at Avenue East Cobb!

Join us throughout December for festive fun the whole family will love including Santa experiences, Holiday train rides, live music, menorah lighting + so much more!

Click Here For More Details

Display Ads

Standard



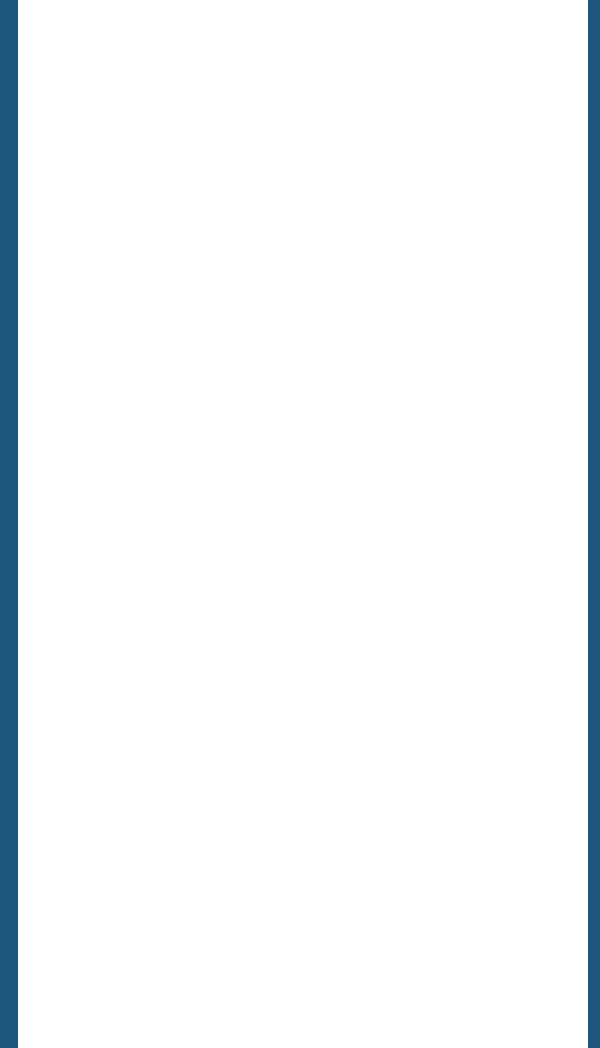
**300 x 300 pixels
\$300/month**

Deluxe



**300 x 500 pixels
\$500/month**

Premium



**300 x 750 pixels
\$750/month**

The same rates apply to special event campaigns (1-2 months) as longer-term campaigns.

(Note: Ad image sizes are approximate and are for illustration purposes only.)

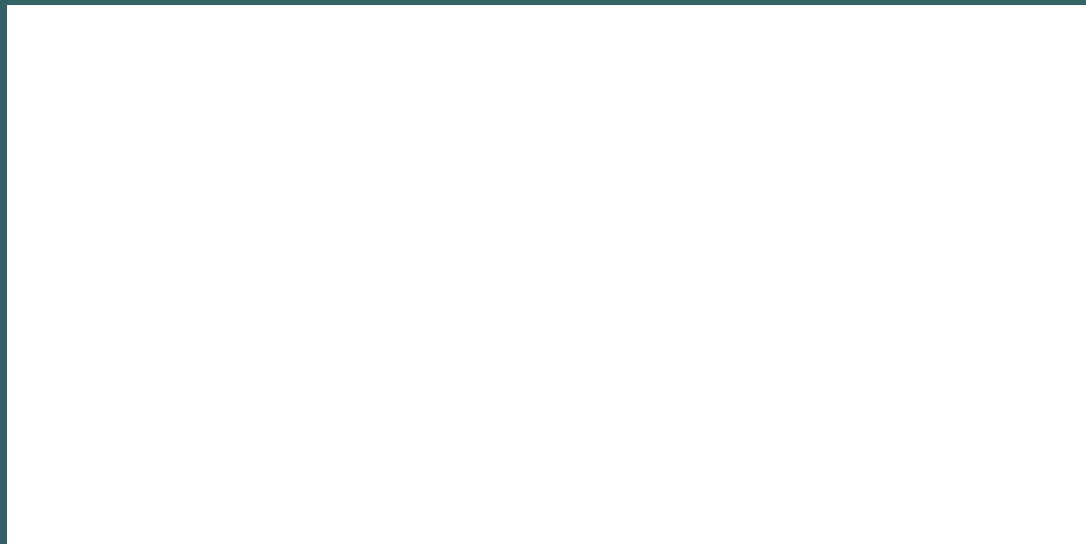
Newsletter Ads



Leaderboard—600 x 100 pixels

Above Mast: \$750/week

Below Mast: \$600/week



Large Box—500 x 250 pixels

\$500/week

Newsletter Ads



Standard Box
250 x 250 pixels
\$250/week



Small Box
150 x 150 pixels
\$150/week

Sponsored Posts

Standard

Tell your story in 250 words and 1 photo—\$250 week

Deluxe

Write up to 500 words with 2 photos—\$500 /week

Premium

750 words and 3 photos are all yours—\$750/week

Mix & Match

Combine these products for a customized package that's the perfect fit for you! Pricing negotiable.

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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!

- 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!



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