

# Advertising Proposal



**Prepared by: East Cobb News**  
**advertising@eastcobbnews.com**

**404-219-4278**

**eastcobbnews.com**

**Prepared for: Mr. Clean Car Wash**

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# The Power of Local News + Business



*East Cobb News* is the *only* daily news source covering an affluent, dynamic community of 200,000. Our mission is to champion local news AND local business. Our marketing services go above and beyond what other outlets have to offer, because of our frequency and timeliness of publication and our customized options to help businesses achieve their varied objectives.

## **About *East Cobb News***

Since 2017, *East Cobb News* has been fully invested in building a sense of community with timely, professionally reported online news and information, and to provide local businesses with an affordable, flexible way to reach community-minded readers.



We've led coverage of important community issues—East Cobb Cityhood, schools, business and development, quality of life, COVID-19 and more.

We have grown our readership and raised our reputation as a go-to source of vital community information.

We post several times a day, *every day*. When East Cobbers find out what's going on in the community *right away*, you'll want to be there too.

*East Cobb News* averages more than 125,000 monthly pageviews and nearly 70,000 monthly unique visitors; our social media and newsletter reach is nearly 15,000.



As a member of the **East Cobb Business Association**, we're equally committed to promoting local businesses, which also strengthens our community.

We own a local business and can relate to the economic challenges of the last two-plus years. Our creative advertising products are designed to fit your needs and budget. We call it *value-added* digital advertising, and it's ideal for existing, new and recovering businesses alike.

### **Publisher**

Wendy Parker is the founder, editor and publisher of *East Cobb News*, and has vast experience reporting on the community. She was raised in and graduated from high

school in East Cobb, and has been a journalist in the community during her stints with *The Marietta Daily Journal*, *The Atlanta Journal-Constitution* and *Patch*.

### **The *East Cobb News* ad-vantage!**

We offer a customizable suite of display and newsletter ads and sponsored posts that can be tailored into a unique campaign for the audience you want to reach.



### **The Right Audience**

*East Cobb News* is the only outlet focused exclusively on covering East Cobb *every day*, and with consistent, measured exposure. Keep your marketing dollars here, in East Cobb, where your message gets an authentic local touch.

Nobody else is doing this, and we want to make advertising with *East Cobb News* your *easiest* business decision!



## **What readers are saying about *East Cobb News*:**

*“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. So basically, I love your publication!”*

*— Reader F.*

*“You have a great sense of the community and what makes it tick.”*

*— Reader W.*

*“Thanks for the work you do! I appreciate the resource ECN provides the community.”*

*— Reader S.*

*“Very good, balanced local news source.”*

*— Reader C.*

# Custom Advertising Packages



## **Advertising Solution 1**

A 12-month display advertising campaign at \$300/month (300 px by 300 px box ad) includes 4 free newsletter ads and regular social media pushes and a complimentary sponsored post.

## **Advertising Solution 2**

A 6-month display advertising campaign at \$300/month (300 px by 300 px) includes two free newsletter ads and regular social media pushes.

## **Advertising Solution 3**

A 3-month display advertising campaign at \$300/month (300 px by 300 px) includes one free newsletter ad and regular social media pushes.

## **Other Options to Consider**

Any of the above options at larger display sizes (300 px x 500 px at \$500/month; 300 px x 750 px at \$750/month) include additional sponsored posts and leaderboard newsletter ads.

## **Mix and Match**

Combine any of our products—display, newsletter and sponsored posts— for a customized package that's the perfect fit for you! Pricing and other terms negotiable.

See the attached 2023 rate card for full details.



**Be Local, Buy Local, Support Local!**



**Ready to come grow with *East Cobb News*?**

**Contact Us!**

**Phone: 404-219-4278**

**E-mail: [advertising@eastcobbnews.com](mailto:advertising@eastcobbnews.com)**