

Advertising Proposal



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Prepared for: Taste of East Cobb

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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*. 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



2-Month Display + Newsletter Campaigns *(to start March 7)*

1. One 300 x 500 display ad for 60 days + one 250 x 250 newsletter ad = \$1,200
2. One 300 x 300 display ad for 60 days + one 600 x 100 leaderboard newsletter ad = \$1,200

Other Options to Consider

3. One 750 x 100 newsletter leaderboard ad + one 500 x 250 newsletter ad = \$1,200
4. Five 250 x 250 newsletter ads = \$1,200
5. Two 500 x 250 newsletter ads + one 250 x 250 newsletter ad = \$1,200
6. Mix and match how you like; packages and pricing negotiable (see attached rate card for products)

Be Local, Buy Local, Support Local!



Ready to come grow with *East Cobb News*?

Contact Us!

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