

COME GROW WITH US!
www.eastcobbnews.com

**2023 MEDIA KIT &
RATE INFORMATION**



East Cobb News

Local News for the Way You Live Today

**Prepared For:
Sea of Pearls Dentistry**

**Delivered:
June 15, 2023**

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

**2023 *East Cobb News* Audience
(Coverage area pop. 200K)**

- 165K avg monthly page views
- 85K 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, clients 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 or 12-month campaigns
- Add-on deals for 6+ months
- Pricing starts at \$300/month
- Introductory news story for 1st-time 6+ month campaigns
- 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
- Leaderboard positions 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.



MARIETTA LOCATION NOW OPEN!

CLICK HERE TO JOIN THE

Mr. Clean
Car Wash

TEXT CLUB &

GET A FREE PLATINUM CAR WASH!

Exterior wash only. New text club sign ups only. By signing up, you agree to receive ongoing text message alerts from Mr. Clean Car Wash. Consent not required for purchase. Up to 6 messages per month. Reply STOP to cancel. Reply HELP for help. Message & Data rates may apply. T & C / Privacy Policy @ www.mrsclean.com/mrc
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MUSIC. FOOD. FUN.

Taste of East Cobb

Saturday, May 6th • 11am – 5pm

955 Johnson Ferry Road

Proposed Advertising Options

Solution 1 — Our 6 for 6 Special!

We're marking our 6th anniversary in 2023 with a 6-month display advertising campaign at \$300/month (300 px by 300 px) that includes either 2 free months of display advertising or one premium newsletter ad (both \$600 values) and a complimentary sponsored post.

Solution 2

A 12-month display advertising campaign at \$300/month (300 px by 300 px) includes 4 free standard newsletter ads, 2 free premium newsletter ads and a complimentary sponsored post.

Solution 3

A 3-month display advertising campaign at \$300/month (300 px by 300 px) includes one free standard 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 premium newsletter ads.

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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