

# Advertising Proposal



**Prepared by East Cobb News**  
**404-219-4278**  
**[advertising@eastcobbnews.com](mailto:advertising@eastcobbnews.com)**

**Prepared for: Body 20 East Cobb**

**Delivered: Nov. 1, 2023**

# 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 and reporting to help businesses achieve their objectives.

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

*East Cobb News* is fully invested in building a sense of community with timely, professionally reported online news and information, and to provide local businesses with affordable, flexible and measurable marketing solutions 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 80,000 monthly unique visitors; our social media and newsletter reach is more than 20,000.



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

Our creative advertising options are designed to fit your needs and budget. We call it value-added digital advertising, and it's ideal for existing and new businesses. If you need consistent exposure, measurable results and a trusted local partner, *East Cobb News* is for you!

### **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!



## **Why readers like *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: High Impact Campaign**

**Overview:** A combination of highly visible display advertising and sponsored content will create a strong level of awareness among our readership for a new business in our “First Impressions” package.

**How Client Needs Are Met:** At the start of the campaign, a complimentary introductory post (sponsored content) will tell Body20’s story, outlining its offerings while providing valuable search engine rankings.

A large billboard campaign—we’re recommending 3 months—will reinforce awareness and can drive traffic to Body20’s site or most recently published sponsored content.

At the same time, a display advertisement in the left sidebar of the desktop version of *East Cobb News* will also run for the duration of the 12-month period the client is considering. This ad (300 pixels wide by 300 pixels high) will be seen in the same place on every page of the desktop version of *East Cobb News*, and either between or inside stories on the mobile version.

**Expected Performance:** The billboard ad at the top of the site routinely yields one click per 100 impressions.

Our regular display advertising clickthrough rates are currently averaging 0.2 percent, well above the industry average.

**Here's Also What You Get:** *East Cobb News* will provide four complimentary newsletter ads for a 12-month campaign (a \$1,000 value), reaching our engaged Sunday audience on what's typically one of our best traffic days of the week.

### Here's How the Billboard Ad Will Look On-site:



**BODY20** | EAST COBB

**Lock in our lowest rate with up to 20% off for the life of your membership.**

[Book Free Session!](#)



### See It Live:

<https://my.broadstreetads.com/preview/Jop+uxbqscN2Cj4mAvKyJ5fd9dtko2x63effuNg%2F2DYOKy8nScfCWLj7rA===--RoUPPCqNcHYoXr56--HJFmQYzvBfOLoKJYn8AIZQ==>



## Here's How the Display Ad Will Look On-Site:



## See It Live:

<https://my.broadstreetads.com/preview/LoC1Ur6cQCZKgpiOo9EXIH3ROvzJPnUuuG8icoYylgke776ZByo54fctHA==--rtCGabAQ2CJNr6xd--ltINhjEsJKFNRMoYl+LoZQ==>

## Advertising Solution 1 Packaging and Pricing

Billboard @\$750/month for 3 months = \$2,250 Subtotal  
Display Banner @\$300/month for 12 months = \$3,600 Subtotal  
Complimentary: Introductory Post, 4 newsletter ads  
**Total Cost: \$5,850**

# Other Options to Consider

## Advertising Solution 2: Lead Impact Campaign

We also have a leaderboard ad, just below the masthead and just above the news column, that also offers high visibility.

This solution would substitute the billboard ad with the leaderboard ad and include the 12-month display ad, the complimentary introductory post and the 4 complimentary newsletters.

### Here’s How the Leaderboard Ad Would Look On-Site:



### See It Live:

<https://my.broadstreetads.com/preview/okWSuP9F8lqni%2Ffto9XJKdcW eKhE8cAF8vCdOzN5UxUigU9XHDBFvdApeQ==--MNF4kHUetW4Ha7l1-- y7Ap28QPQmt3YMAkdPLPsw==>

## Advertising Solution 2 Packaging and Pricing

Billboard @\$600/month for 3 months = \$1,800 Subtotal  
Display Banner @\$300/month for 12 months = \$3,600 Subtotal  
Complimentary: Introductory Post, 4 newsletter ads  
**Total Cost: \$5,400**

## **Other Features to Consider**

If you want to go bigger with a display ad, we also have 300 x 600 pixel and 300 x 750 (skyscraper) sizes that are priced at \$600 and \$750 a month, respectively.

*East Cobb News* also has ad formats that can display videos, photo galleries, and responsive social media ads, as well as pop-up and slide-in features and special event formats. Our marketing services also include complimentary performance tracking and metrics reports.

All campaigns include regular promotions on *East Cobb News* social media channels.

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



**Ready to come grow with us?**

**Get in touch today!**

**404-219-4278**

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