

East Cobb News

Local News for the Way You Live Today

2024 MEDIA KIT
& RATE INFORMATION

COME GROW WITH US!
eastcobbnews.com

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—government, 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.

www.eastcobbnews.com

Fast Facts

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

- 165K avg monthly page views
- 85K avg monthly unique visitors
- 20K 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 promote your business. At *East Cobb News*, we're also a local business, and can relate. Our creative, dynamic 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.



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!

Display

- 3, 6 or 12-month campaigns
- Billboard/leaderboard positions for top -line exposure
- Pricing starts at \$300/month
- Introductory news story for 1st- time campaigns
- 1-2 month campaigns for events
- Social media promotions



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 up only. By signing up, you agree to receive ongoing text message alerts from Mr. Clean Car Wash. Consent not required for purchase. Up to 8 messages per month. Reply STOP to cancel. Reply HELP for help. Message & Data rates may apply. T & C / Privacy Policy @ www.opst.com/mc Certain trademarks used under license from The Procter and Gamble Company or its affiliates.

Newsletter

- Reach a high-value audience on one of our best traffic days
- Pricing starts at \$250/week
- Billboard/leaderboard positions for top -line exposure
- Social media promotions



MUSIC. FOOD. FUN.

Taste of East Cobb
Saturday, May 6th • 11am - 5pm
955 Johnson Ferry Road

Sponsored

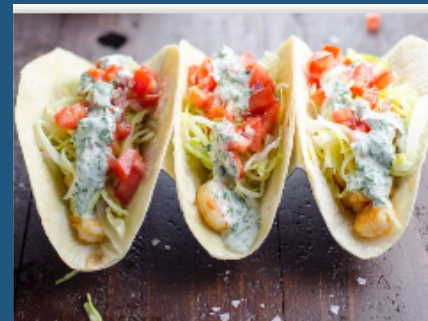
- Your marketing message is told in a narrative format in our news column
- Explain your expertise to *really* distinguish yourself from the competition
- Excellent search-engine and homepage placement
- Pricing starts at \$250/week

Custom Packages

We'll create a campaign from our product line that meets your needs and budget.

The Dynamic Value of Digital Advertising

Dozens of Compelling Formats



Try Our Famous Surf Tacos!
Relaxed chain serving seafood tacos, chicken wraps & other Californian-Mexican fare, plus smoothies.



← 6/6 →

Some people come for our coffee alone

[VISIT OUR WEBSITE →](#)

THE BOWERY PRESENTS

14 APR
Thirdstory
Brooklyn Steel @ 7 PM EDT
Tickets

15 APR
Franz Ferdinand - 2nd show added
Brooklyn Steel @ 7 PM EDT
Tickets

17 APR

Measured Reporting



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!

www.eastcobbnews.com

