

*Discover The Power of Local*

NEWS + COMMERCE + COMMUNITY-BUILDING



*With East Cobb News!*

2024 MEDIA KIT AND ADVERTISING 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 home. We consider it a privilege to be able to serve our community this way.

## *It's All About Local*

With the local news industry 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 local business scene. We post several times a day every day, so when East Cobb residents want to find out what's going on right now, they know where to turn. You'll want to be there too.

## Fast Facts

Mid-2024 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
- Dozens of dynamic digital ad formats
  - No rotating/disappearing ads or complicated click-through rates
  - Customized packages
- Consistent exposure to a growing, engaged audience
  - Targeted, measurable reporting
  - Easy and affordable pricing

# The East Cobb News Ad-*van*tage!

## Display

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

**SHERI HARDY, REALTOR®**  
SERVING EAST COBB

Your Marketing Expert  
in Real Estate

*CLICK HERE to find out  
your home value!*

Harry Norman, REALTORS®  
eastcobbexpert.com

## Newsletter

- Reach a high-value audience on one of our best traffic days
- Pricing starts at \$250/week
  - Billboard/leaderboard positions for topline exposure
  - Ideal for short-term events/elections, etc.
- 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

## Sponsored Post: Luxury home listing in Atlanta Country Club

April 4, 2024 8:43 AM by Wendy Parker



*Please note: This is a paid advertisement.*

# Custom Packages

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





# 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 →](#)

# Consistent Exposure & Measurable Reporting



IEWS

140,256



HOVERS

10,525



CLICKS

676

Help Support East Cobb News!  
Donate as little as a month in our 6 for 6 campaign!  
[Click here to contribute](#)

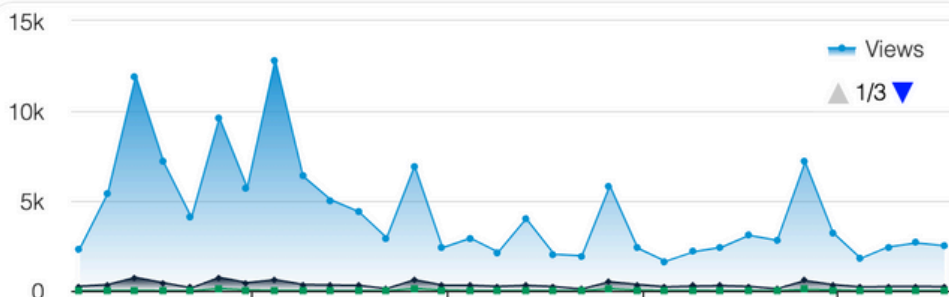


Click Rate

0.482%

EXCELLENT

Above average performance. The global average display ad performance is 0.06%, according to benchmarks at Google.



# *Ready to Come Grow With Us?*

We want to make advertising with East Cobb News your easiest business decision! Get in touch with us today!



Keep your marketing dollars here in East Cobb, where your message gets an authentic local touch!

- Be local, buy local, support local!

## *Discover the Power of Local!*

404-219-4278

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

[EASTCOBBNEWS.COM/ADVERTISE](http://EASTCOBBNEWS.COM/ADVERTISE)