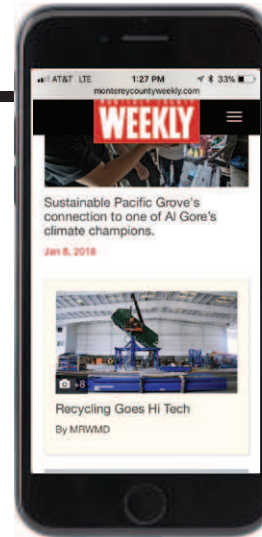
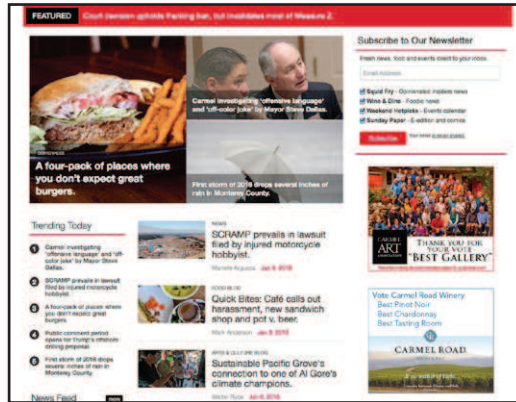


DIGITAL MARKETING



MontereyCountyWeekly.com

Banner Ads

Place your message where content is king. Montereycountyweekly.com is the premium local website for news and culture in Monterey County. Over 500,000 page views per month.

Medium rectangle: \$120/week (\$12/CPM)
300 x 250 pixels

Mobile ad: \$150/week (\$15/CPM)
300 x 125 pixels

Newsletter Sponsorship

Four topic-specific newsletters each week with 23,000 to 26,000 subscribers each.

Monday: Squid (political news)

Wednesday: Food + Drink

Thursday: Hotpicks (weekend calendar)

Sunday: Sunday Paper (replica edition)

Medium Rectangle: \$275/newsletter
300 x 250 pixels

Native Advertising

Custom generated sponsored content to run across the entire array of the *Weekly's* digital platforms for 10 days. Stories written by freelance journalists to client specs. Banner ad and social media blitz to accompany stories. Print add-ons also available.

600 word story with art: \$1,500/story

Digital Services

Monterey County Weekly and its digital services team offer a full suite of marketing options for clients to take their message across the world wide web. Let us be your digital marketing specialists. Everyone's needs are different, and we can create a comprehensive package of services to maximize your company's online presence all geared to driving new business.

SEO Package

Local Search Engine Optimization, Directory Listings, Marketplace Microsite, MontereyCountyWeekly.com Directory, Social Media Collateral

\$800 set up, \$199/month

Customer Engagement Package

SEO Package

PLUS Blog, Reviews, Newsletter, Surveys and Polls, Email Database Management

\$1200 set up, \$399/month

Digital Ad Agency Package

Customer Engagement Package

PLUS Website Development, Hosting, E-commerce

Custom quote

Programmatic Advertising

Extended Reach Marketing: Leverage precision targeting abilities to affordably connect with your best potential prospects on the websites they already visit.

\$1,000/month

MONTEREY COUNTY
WEEKLY
PRINT | WEB | MOBILE

FOR MORE INFO:

(831) 394-5656

mcweekly.com/marketing