



THE MENDOCINO VOICE

Useful news for all of Mendocino
mendovoice.com

2020 Media Kit

LOCAL | ONLINE | WORKER-OWNED | NEWS SERVICE

Our Story



The Mendocino Voice is an online, independent news-service that provides Mendocino County with the in-depth journalism, breaking news, and useful community information that people are hungry for. Our

local ownership, and focus on the needs of the community have made us a trusted name in news.

When you advertise in the Voice, you reach an engaged audience of people who are invested and active in the future of Mendocino County and the North Coast. We see our ad clients as partners – your ad dollars help us report the news that your employees and customers depend on. And as we grow, our advertising reach grows, giving you a better value for your money.

The old model of saturating websites with a random assortment of national ads alienates readers. We understand that running ads for local business adds value to our site. Not only do readers want to learn about the road closure, they want to know about your sale – and we want to help you find the best way to connect your business with our readers. Advertising with The Mendocino Voice helps build our local economy. And as other local media declines, The Mendocino Voice is only growing.

OPTIONS

Our options for local advertisers, include a variety of display ads, section sponsorship, sponsored content, and content partnerships. And advertising online means you can directly view the usage analytics, like views and clicks.



THE MENDOCINO VOICE

(707) 506-NEWS | MENDOVOICE.COM | ADS@MENDOVOICE.COM

By The Numbers

Advertising online means you can directly view the usage analytics.

MOST RECENT STATS

- 142,000 pageviews a month
 - 55,000 users a month
 - 101,000 sessions a month
- Our audience skews younger than traditional papers – which means we’re reaching the future of Mendocino County. Our largest demographic is the 35 -45, followed by 55 - 64 and 25 - 35. And you really get two audiences in one: a set of dedicated readers around the county and region who return multiple times a day, and a much larger group of monthly readers, connecting you to community leaders and decision-makers from Eureka to Los Angeles. We also have around 14,800 Facebook followers, 2,000 Instagram followers and 1000 Twitter followers, and publish on multiple social media platforms – meaning your ad is shown to a range of audiences at the speed of the internet, not a printing press.

WEBSITE

127,000 PAGEVIEWS A MONTH	45,000 USERS A MONTH	101,000 SESSIONS A MONTH
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SOCIAL MEDIA

14,800+ FACEBOOK FOLLOWERS	2,000+ INSTAGRAM FOLLOWERS	1,400+ TWITTER FOLLOWERS
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VIEWERS BY PLATFORM

81%
MOBILE





19%
DESKTOP

GENDER

 56% FEMALE	
 44% MALE	

AGE

18-24	4%
25-34	19%
35-44	21%
45-54	19%
55-64	21%
65+	15%

EDUCATION

 32% NO COLLEGE	50% COLLEGE	18% GRAD SCHOOL
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INCOME

 42% \$0-50K	30% \$50-100K	50% \$100-150K	13% \$150K+
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Ad Sizes & Positions

These are the sizes that images will appear on the website, but for better resolution please double length and height, or increase resolution. We're happy to discuss ad design and resolution.

LEADERBOARD
728X90

HOMEPAGE ADS

IN ARTICLE ADS

THE MENDOCINO VOICE

**BONUS BOX
IN-ARTICLE MEDIUM BOX**
300X250

HALF PAGE AD
300X600

*Online ad unit sizes in pixels.



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Rate Sheet

DISPLAY ADS

- Leaderboard 728x90
- In-article medium box...300x250
- Top medium box.....300x250
- Half page ad.....300x600
- Bottom medium box.....300x250
- Bonus box.....300x250

advertising that goes straight to our readers' inbox.

DIRECT ADS

Sponsor our newsletter, with advertising that goes straight to our readers' inbox

term partnership in which your company's brand is featured as the sponsor of one of our most popular sections, showcasing your business's commitment to local and independent community journalism. Section sponsorship includes additional discounts on display ads, and opportunities for content partnerships.

NEWSLETTER ADS

Sponsor our newsletter, with

SECTION SPONSORSHIP

One of our favorite options is the section sponsorship, a long

AD SIZES & PRICES

Section Sponsorships

Ad spot	1 wk	4 wks	13 wks	26 wks	52 wks	52 wks	26 wks
Leaderboard 728x90	\$160	\$145	\$135	\$128	\$120	\$198	\$230
In-article medium box 300x250	\$145	\$130	\$120	\$115	\$110	\$182	\$207
Top medium box 300x250	\$135	\$122	\$115	\$110	\$100	\$165	\$198
Half page ad 300x600	\$135	\$122	\$115	\$110	\$100		
Bottom medium box 300x250	\$105	\$95	\$88	\$83	\$78		
Bonus box 300x250	\$80	\$70	\$65	\$60	\$55		
Sponsored content	\$300	\$270	\$255	\$240	\$225		
Sponsored content + writing	\$500	\$450	\$425	\$400	\$375		
Newsletter sponsorship	\$160	\$145	\$135	\$128	\$120		

Non-profit rate is a discount of 10%. Long-term ad purchases qualify a client for the same discount on additional ad purchases. We provide in-house graphic design with a quick turnaround (48 - 72 hours) and affordable rates - \$50/ad with discounts for multiple designs. Ad week runs Monday - Sunday. Submission deadlines is Friday 5pm for finalized ads to run the following Monday.



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The Details

ADDITIONAL DETAILS

We offer in house graphic design for a small markup, with a three day turnaround. Rush order is available. For details on logo size and formatting contact us.

AD DESGN

We encourage you to have a chat with us before designing your ad. What looks best in a traditional print ad, may not be what looks best on a screen. These ads will mostly be seen on mobile phone screens, which are both very high resolution, and smaller, so it is best to optimize your ad with that consideration in mind.

Finished ads should be submitted as .jpg and be no larger than 100kb.

Weekly ads run Monday through Sunday.

Contact us for more details on animated ads.

CURRENT & PREVIOUS COMMUNITY PARTNERS

Adventist Health, Rainbow Ag, Selzer Realty, Mendocino College, Dripworks, Mendocino Transit Authority, West Company, Fetzer Vineyard, Mendocino County Farm Bureau, Jendi Coursey Communications, Coldwell Banker Realty, Motorsports Ukiah, Economic Finance & Development Corporation, National Cannabis Industry Association, Willits Center for the Arts, Kate Wolf Music Festival, Ukiah Farmers' Market, Mendocino Cannabis Resource, Waldorf School of Mendocino, Sonoma Ecology Center, DBS Analytics, Willits Mini-Storage, Comptche Volunteer Fire Department, Nuestra Alianza de Willits, Traditional Healing Arts, and more.



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Testimonials

"The Mendocino Voice is doing a great job keeping our Mendocino community up to date on all the latest fire and community information and resources. Nice work!"

- Assemblyman Jim Wood

"Finally a news source that is relevant and up to date on local accidents weather and crime. I can get my news on what's happening now and not have to wait for the local newspapers to publish it a week later! Keep up the good work Mendovoice!"

- Tara Sims

"Top notch reporting on Mendocino County issues often missed by other media."

- Annie L.

"Finally, a place to hear and see what's actually going on, updated constantly. Thank you!"

- Marilyn S



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ADVERTISING WITH THE MENDOCINO VOICE

- We average 50,000 monthly readers on our site, tens of thousands on social media platforms
- Our audience is engaged, and rates us as the most highly trusted news source in Mendocino
- Our readers visit from around the county and region multiple times a day, meaning they see your message repeatedly, instead of once and then in the trash
- Our top demographics are younger and more engaged than traditional newspapers. Reach people making purchasing decisions for other businesses, or young families.
- We're locally owned and creative – we're a locally owned small business like you, meaning we're in this together, let's make it work for our local economy

How do we compare with other local advertising options?

Our online ads are seen more often, are more focused, more memorable, and most importantly – more actionable. Advertising is a funnel, and we're the shortest route connecting local readers from your ad to your website or a phone call.

In person: In such a big county, you can only rely so much on foot traffic, passerbys, and word of mouth. Are you really getting enough foot traffic with people stopping by? How many people in Mendocino can you reach by word of mouth?

We can connect you directly with the local readers and visitors you're trying to reach

On a billboard: Billboards are fine for brute name recognition -- but how many details do you remember from a billboard? And how much foot traffic does it actually bring in?

We can send a wide regional audience right to your site to make a purchase or learn your story

Local papers and magazines: Your ad is limited to the number of issues -- print subscription rates have crashed, and most aren't locally owned or investing here. Most online news is behind a paywall – and doesn't reach non-subscribers, often younger readers.

We can tell you exactly how many people see your ad, and visit your site, and then send them there immediately.

Radio: How many people actually hear your ad? Radio receives a declining share of advertising space and listeners won't get redirected to your site for more info while listening,

We can send ads directly to readers' inboxes, we can send readers directly to your site

Social media: Facebook is capturing a lot of online ads money, but they've consistently been shown to falsify records, and will show your ads outside of your area or audience.

We can help you use social media to reach real Mendocino readers in creative ways



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