

THE MENDOCINO VOICE

Useful news for all of Mendocino
mendovoice.com

2021 Media Kit

LOCAL | ONLINE | COMMUNITY-OWNED | NEWS SERVICE

Our Story



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

Our reputation speaks for itself, while being locally owned and controlled, along with a focus on the needs of the community, have made us a trusted name in North Coast news.

Advertisements in the Voice reach local community members 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 stuffing websites with random ads for useless gimmicks alienates readers. That's why we only run ads for local businesses that are relevant to our readers. We understand that your advertisements add value to our site: readers want to learn about fires and COVID, but they want to know about your sale, and what your current hours are. We want to help you find the best way to connect your business with our readers during these extraordinary times. Advertising with The Mendocino Voice helps maintain our local economy – and as other local media declines, The Mendo Voice is only growing.

OPTIONS

We offer a variety of display ads, section sponsorships, sponsored content, and content partnerships. And advertising online means you have access to analytics, like impressions 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 AVG STATS

- 185,000 pageviews a month
- 62,000 users a month
- 129,000 sessions a month

Our audience skews younger than traditional papers – which means we're reaching the future of Mendocino County. More than 70% of our readers are under 55 years of age. 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 occasional readers, connecting you to community leaders across the region. We publish on multiple social media platforms, so your ad is shown to a range of audiences at the speed of the internet, not a printing press. Finally, our news goes directly to thousands of subscribers inboxes several times a week.

WEBSITE

185K

PAGEVIEWS A MONTH

62K

USERS A MONTH

129K

SESSIONS A MONTH

SOCIAL MEDIA

19,000+

FACEBOOK FOLLOWERS

3,700+

INSTAGRAM FOLLOWERS

2,400+

TWITTER FOLLOWERS

8,100+

NEWSLETTER SUBSCRIBERS

VIEWERS BY PLATFORM

72%
MOBILE



23%
DESKTOP

5%
TABLET

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

INCOME



42%
\$0-50K

30%
\$50-100K

50%
\$100-150K

13%
\$150K+



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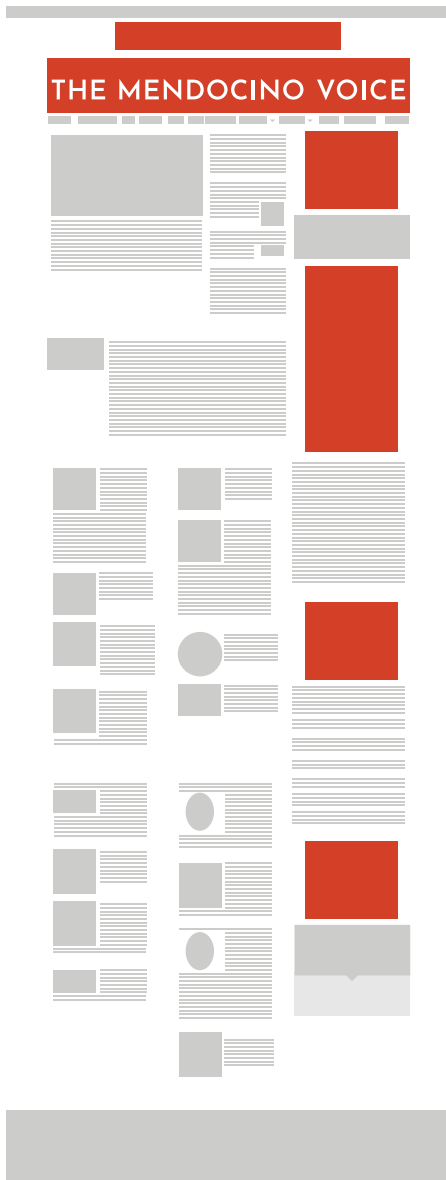
Ad Names, Dimensions, and Placement

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 DIMENSIONS

728X90

HOMEPAGE AD PLACEMENT



MEDIUM BOX DIMENSIONS

USED FOR: INLINE BOX,
TOP BOX, BOTTOM BOX,
& BONUS BOX
300X250

HALF PAGE DIMENSIONS

300X600

*Online ad unit sizes in pixels.

ARTICLE PAGE AD PLACEMENT



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Rate Sheet

DISPLAY ADS

Leaderboard 728x90

In-article medium box...300x250

Top medium box.....300x250

Half page.....300x600

Bottom medium box.....300x250

Bonus medium box.....300x250

NEWSLETTER ADS

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

SECTION SPONSORSHIP

One of our favorite options is the section sponsorship, a long 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, independent community journalism. Contact us to discuss connected discounts, sponsorship bundles, and content partnerships. For pricing of sponsored content inquire directly.

AD SIZES & PRICES

Ad spot	1 wk rate	4 wk rate	13 wk rate	26 wk rate	52 wk rate
Double pixel dimensions for hi-res					
Leaderboard 728x90	\$170	\$155	\$145	\$138	\$130
In-article medium-box 300x250	\$155	\$140	\$130	\$125	\$120
Top medium-box 300x250	\$145	\$132	\$125	\$120	\$110
Half page ad 300x600	\$145	\$132	\$125	\$120	\$110
Bottom medium-box 300x250	\$105	\$95	\$88	\$83	\$78
Bonus medium-box 300x250	\$80	\$70	\$65	\$60	\$55
Sponsorships & packages					
Newsletter sponsorship	\$180	\$165	\$155	\$148	\$140
Civic sponsorship*			\$240	\$230	\$210
Community & Business sponsorship*			\$135	\$125	\$105
Fire & Emergency Sponsorship*			\$110	\$100	\$90

**Contact us for details — reduced rates available*



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The Details

ADDITIONAL DETAILS

Ad week runs Monday - Sunday. Please submit by Friday noon for finalized ads to run the following Monday. We offer free ad swap once a week per ad position, per client. Please submit graphics in the appropriate dimensions as JPEGs no larger than 120kb.

AD DESIGN

We offer in house graphic design for a small markup, with a quick turnaround. Rush order is also available.

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. For more details on logo size and formatting contact us.

Finished ads should be submitted as .jpg and be no larger than 120kb.

Weekly ads run Monday through Sunday.

Contact us

Email:
info@mendovoice.com
Phone: (707) 506-NEWS

CURRENT & PREVIOUS COMMUNITY PARTNERS

Adventist Health, North Coast Opportunities, Rainbow Ag, Selzer Realty, Mendocino College, Dripworks, Mendocino Transit Authority, West Company, Ukiah Natural Foods Co-op, Mendocino Coast Clinics, Community First Credit Union, Mendocino Fire Safe Council, Fetzer Vineyard, Mendocino County Farm Bureau, Jendi Coursey Communications, Coldwell Banker Realty, Motorsports of 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, Josh Bowers Web Development, 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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WHY YOU SHOULD CONSIDER ONLINE ADS

- We average 62,000 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
- Readers visit the webpage multiple times a day, and see your message repeatedly, instead of once and then in the trash – and you can reach them on multiple platforms
- Our demographics skew younger and more engaged than at traditional newspapers. Reach people making purchasing decisions for other businesses, or young families
- We're locally owned and creative – a local small business just 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 like a funnel, and we're the shortest route connecting local readers to your website or a phone call.

In such a big county, you can only rely so much on foot traffic, or word of mouth. Especially since the pandemic, are you actually making enough sales with people stopping by? We can connect you directly with the local readers and visitors you're trying to reach.

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 website to make a purchase or learn your story.

In paper print your ad is limited to a small number of issues – especially since print circulations have crashed. Most corporate chains keep their online news behind a paywall – excluding non-subscribers, and younger readers. We'll never have a paywall, and we charge by week not by view or impression, so you know how long your ad is up and are seen on big news days.

In comparison to radio ads, our pages are seen more often, and repeatedly. 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.

Finally, advertising directly with the social media companies is risky. People have learned to tune out social ads, and Facebook has consistently been shown to falsify records, and will show your ads to people outside of the area.



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