

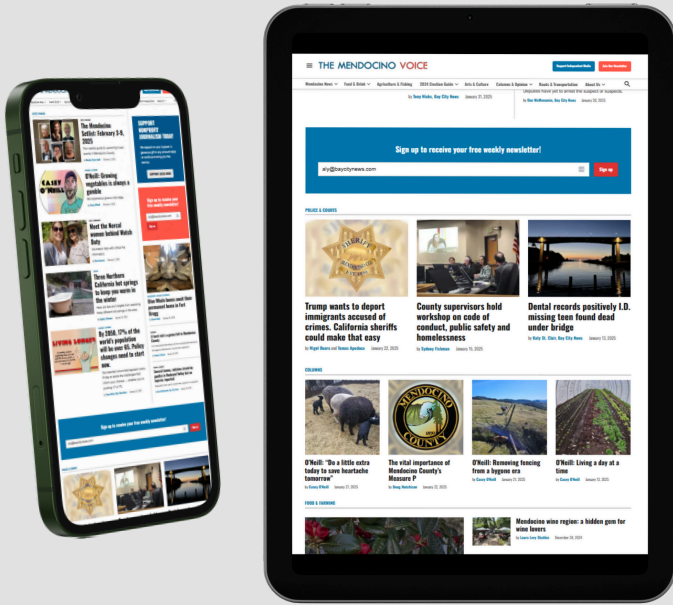


Invest in connection.
Partner in truth.

MEDIA KIT



INVEST. INFORM. INSPIRE.



A well-informed community is a strong community. Every story we publish helps connect neighbors, hold leaders accountable and celebrate the people and places of Mendocino County.

When your business or organization sponsors our work, you're showing up for your community. You're helping ensure that vital, independent journalism remains free and accessible to everyone.

Sponsorship with The Mendocino Voice means **you're part of the team that keeps Mendocino County informed, resilient and inspired.**

OUR REACH

1.3M+

ANNUAL
VIEWS

33K+

TOTAL SOCIAL
FOLLOWERS

6K

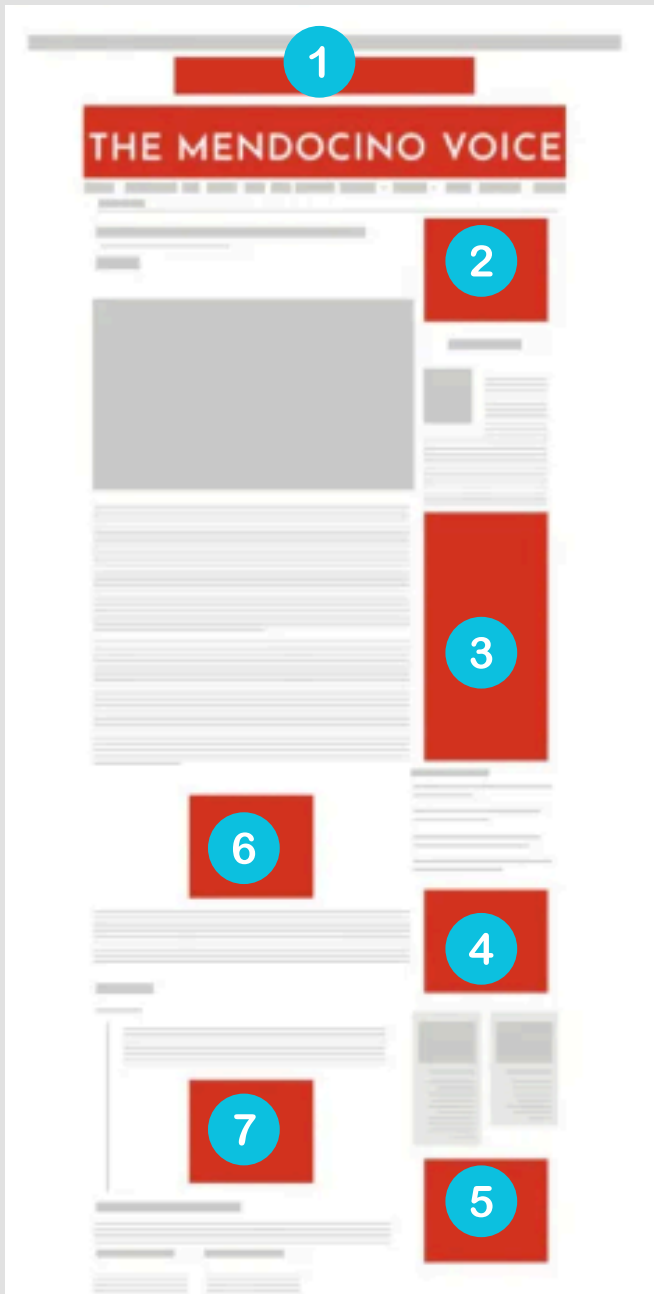
EMAIL
SUBSCRIBERS

GET YOUR MESSAGE TO THE BAY AREA

Our sister site, **LocalNewsMatters.org**, covers **13 counties of the SF Bay Area and beyond**, a region boasting about **9 million residents**. This additional exposure can help your message reach Bay Area residents who care about community, sustainability and meaningful travel experiences to nearby getaways.



SERVICES & PLACEMENTS



Digital Displays: As your thought partner, we will design the right option for you! We offer prominent placements throughout our site, from top leaderboards to in-article highlights.

1. **Leaderboard 728x90**
2. **Premium box 300x250**
3. **1/2-page 300x600**
4. **Middle box 300x250**
5. **Bottom box 300x250**
6. **Top in-article 300x250**
7. **Bottom in-article 300x250**

ADDITIONAL MESSAGING OPTIONS

Sponsored Sections: Underwrite coverage of topics that matter most to you and your customers.

Newsletter Features: Appear directly in our subscriber updates with linked logos or branded text.

NEXT STEPS

Step 1: Let's talk

We want to learn more about your message, your pain points and upcoming campaigns or goals.



Contact Aly Brown:
aly@baycitynews.com
925-596-1671

Step 2: Plan building

With the information we learn from you about your needs, **we will thoughtfully develop a messaging campaign** plan within your budget – complete with sponsorship messaging previews on our site(s).

Step 3: Go live!

Once you're happy, we launch! Throughout the campaign, we provide data on:

- **Views, hovers and clicks** on sponsored placements
- **Peak viewing times and days** of the week
- **Geographic insights**, showing where readers are engaging.

Contact: Aly Brown, aly@baycitynews.com, 925-596-1671