

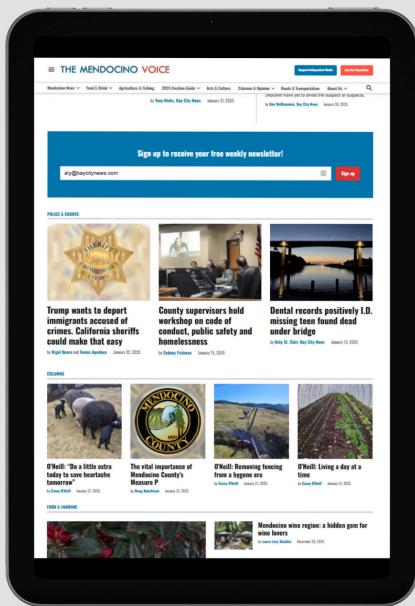


Invest in connection.  
Partner in truth.

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

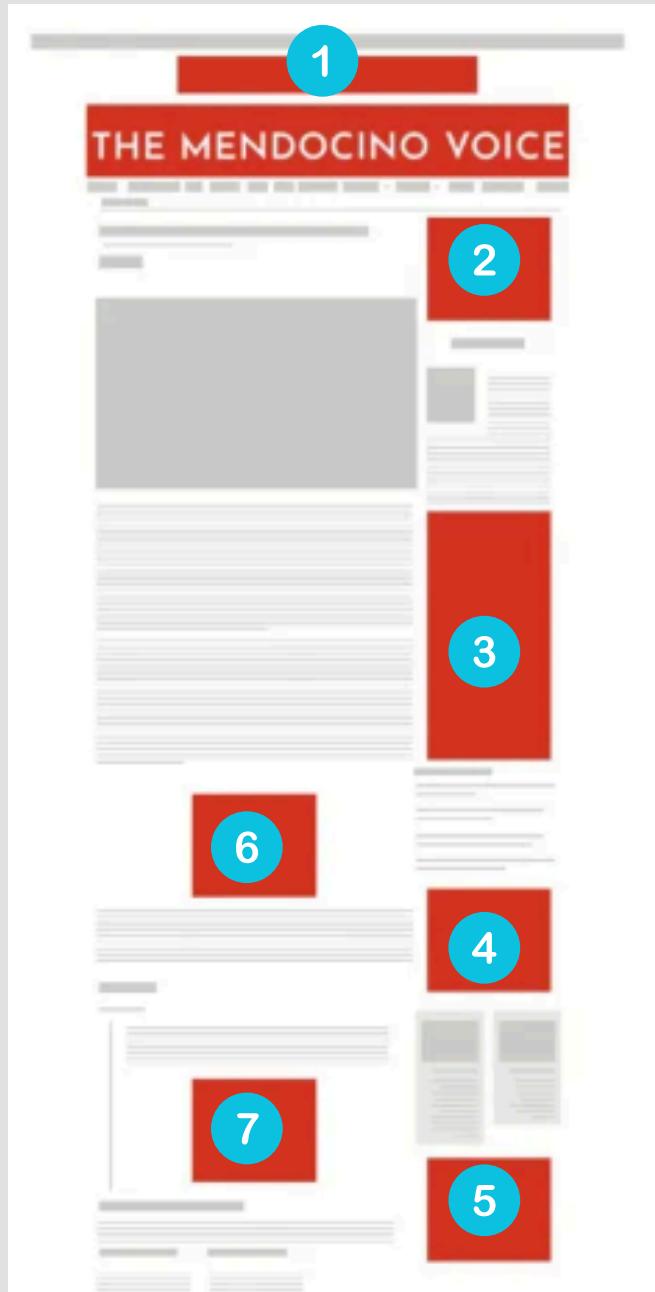
**1.3M+** ANNUAL VIEWS  
**33K+** TOTAL SOCIAL FOLLOWERS  
**6K** EMAIL SUBSCRIBERS

## GET YOUR MESSAGE TO THE BAY AREA

Our sister site, [LocalNewsMatters.org](http://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](mailto: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](mailto:aly@baycitynews.com), 925-596-1671**