

Adirondack EXPLORER DIGITAL MEDIA KIT



AdirondackExplorer.org, is a not-for-profit independent news and information website serving the Adirondack region. The website is both popular and successful, reaching a large number of readers and customers.

Reach **125,000** visitors per month

Over **450,000** monthly page views

Over **1.8 million** monthly impressions

E NEWSLETTER Advertising Rates

20,000
Highly engaged subscribers

daily and weekly
Targeted
email newsletters

Premium Newsletter

\$1500/month

(2 ad positions available)

• Adk News Briefing

The top headlines of the week (Wednesdays)

• AdirondackAlmanack.com

A daily feed (5x a week) from our reader-powered site

• Adirondack Report

Weekly advocacy and policy updates

Weekly Targeted Newsletters

\$750/month

(2 ad positions available)

• Backcountry Journal

Weekly trip ideas, wildlife stories and outdoor recreation

• Climate Matters

Weekly climate news

• Water Line

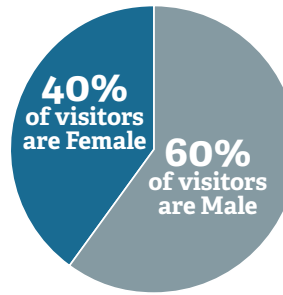
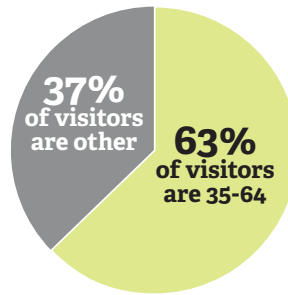
Weekly updates around water issues

For More Information Contact:

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AdirondackExplorer.org



DEMOGRAPHICS

Our readers are:

- News Consumers
- Entertainment News Consumers
- Travel Enthusiasts
- Outdoor Enthusiasts
- Shoppers

DIGITAL Advertising Rates

AdirondackExplorer.org

Monthly Home Page Sponsorship (Based on Availability)

\$2,500/Month

Leaderboard
[728x90]

Leaderboard Size
Display Banner
[728x90]

Medium Rectangle
Display Banner
[300x250]

Mobile Banner
[320x50]

Receive top position in the home page (50% share of voice) per month.

Can be section targeted

100,000 impressions ROS throughout the story pages throughout the site.

AdirondackExplorer.org

ROS (Run of Site) Targeted Display*

\$10/m

Leaderboard Size
Display Banner
[728x90]

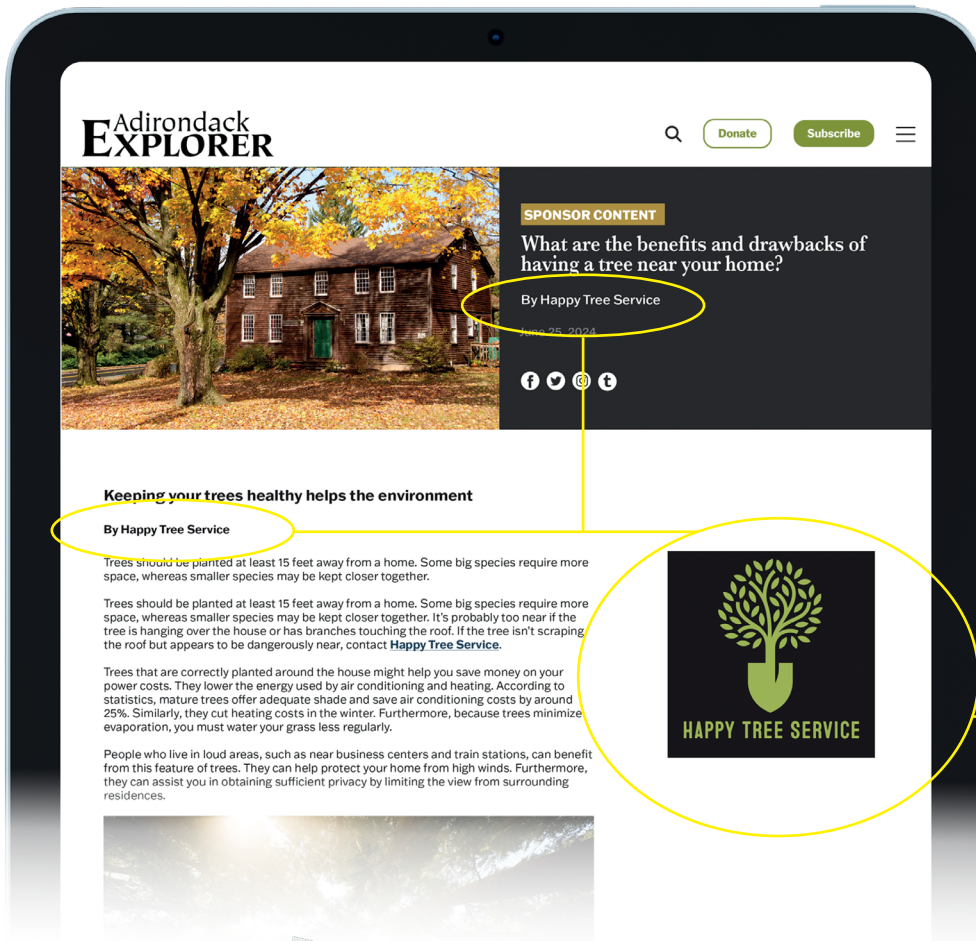
Medium Rectangle
Display Banner
[300x250]

Mobile Banner
[320x50]

Minimum 50,000 impressions/mo • 3 month commitment

*Target sections, keyword targeting, demographic targeting, geographic targeting

SPONSOR CONTENT Advertising



Benefits of Sponsor Content

Ask about cost. Prices vary.

- **Content Creation**
We tell your story by creating content that matters.
- **Lead by Research**
Using strategic insights, we connect your brand with your target consumers.
- **Turnkey Content Marketing**
A robust campaign that will create, distribute, promote, provide analytics, and optimize.
- **How Does Our Audience Discover Your Story?**
Native and sponsored content placements can be clicked to connect viewers to your story from AdirondackExplorer.org, our Social Media channels and our various weekly and daily newsletters.

Your company name and logo are featured on this page.



PRINT MEDIA Also Available

MAGAZINE Advertising Rates

Ad Submission Schedule

Issue	Reserve Space
January/February	November 28
March/April	January 28
May/June	March 28
Annual Outings Guide	April 28
July/August	May 28
September/October	July 28
November/December	September 28

Ad Size & Placement	1x	3x (each)	7x (each)
Full Page Back Cover	\$3700	\$3300	\$3100
Full Page Inside Cover	\$2900	\$2650	\$2500
Full Page	\$2500	\$2450	\$2300
2/3 Page	\$2300	\$2100	\$1950
1/2 Page (vertical or horizontal)	\$1400	\$1250	\$1200
1/3 Page (vertical or horizontal)	\$1200	\$1050	\$900
1/4 Page	\$800	\$700	\$600
1/6 Page	\$500	\$450	\$400

To receive the above discounts, ads must run consecutively. Payments later than 30 days from original invoice will incur a 1.5% late fee per month on all charges. Invoices for each ad are sent the first week of publication. See policies online.