

# CITRUS COUNTY CONCURRENT

Welcome to the Conversation

Read | Listen | Watch | Discuss

[www.theconcurrent.com](http://www.theconcurrent.com)



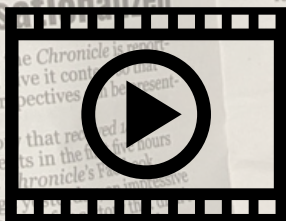
# ADVERTISING PACKET



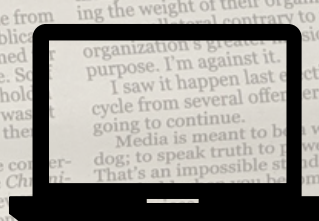
Print Ads



Podcast Ads



Video Ads



Website Ads

[www.yourconcurrent.com](http://www.yourconcurrent.com) | [advertising@yourconcurrent.com](mailto:advertising@yourconcurrent.com)



# Three Perks to Advertising



Locks in your rate for the duration of your order even as audience grows



**LIMITED TIME:** 100% of digital ad buy matched in print version



Benefit from *Concurrent's* own upstart ad campaign

*All ads include professional design at no extra cost.*

# Ad Packages

## **Monthly Max Out: \$1,000**

*Reaches Full Audience on All Media*

Column Read Intro (1)	\$50
Podcast Sponsor (1)	\$100
In-Story Leaderboard (2)	\$100
In-Story Rectangle (2)	\$150
Newsletter Leaderboard (2)	\$150
Newsletter Rectangle (2)	\$150
Website Sidebar (1)	\$150
Website Banner (2)	\$400
Total Value (Save \$250)	\$1,250

- ☒ Traditional Reader Focused
- ☒ New Media Listener Focused
- ☒ Prominent Website Presence
- ☒ Complete Coverage with Most Savings

## Ad Packages

### **Website Focused: \$500**

*Targets Website Visitors for All Content*

Website Sidebar (2)	\$300
Website Banner (2)	\$400
Total Value (Save \$200)	\$700

### **Reader Focused: \$450**

*Targets Traditional Readers*

Column Read Intro (1)	\$50
In-Story Leaderboard (2)	\$100
In-Story Rectangle (2)	\$150
Newsletter Leaderboard (2)	\$150
Newsletter Rectangle (2)	\$150
Total value (save \$150)	\$600

### **Multimedia Focused: \$350**

*Targets New Media Audience*

Column Read Intro (2)	\$100
Website Sidebar (1)	\$150
Podcast Sponsor (2)	\$200
Total value (save \$100)	\$450



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## A LA CARTE ADVERTISING PRICE SHEET

### Print Ads

Leaderboard Full Color	\$100
1/4 Page Full Color	\$175
1/2 Page Full Color	\$300
Full Page Color	\$500
Back Cover Full Color	\$550

### Digital Ads

In-Story Leaderboard/Wk	\$50
In-Story Rectangle/Wk	\$75
Website Sidebar Full Site/Wk	\$150
Website Banner Full Site/Wk	\$200
Newsletter Leaderboards (2)	\$75
Newsletter Rectangle	\$75
Full Newsletter Ads (save \$50)	\$100

### Audio/Video Ads

Column Read Intro/Wk	\$50
Weekly Podcast Sponsor	\$100
Monthly Podcast Sponsor (save \$100)	\$300



# Print Ad Examples



All print ads are full color;  
Professionally designed at no cost



- Thousands of copies printed monthly
- New editions printed mid-month
- Distributed for free
- Direct-to-consumer requests

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