

**2021
ADVERTISING
PLACEMENT & RATES**

Welcome to the Resident News Network.

We appreciate your time and consideration in allowing us the opportunity to utilize our growing network to promote your business, and brand identity. It's something we take very personal, and consider it an honor.

Resident News Network has approached the news industry with a core focus of providing timely content to areas of the Arkansas River Valley who have been overlooked by corporate media for too long.

From covering breaking news to area sports, our staff lives where we work and are committed to providing meaningful content that goes above and beyond the norm.

Our advertising options are designed with your budget in mind. Let us develop a plan to meet your needs, drive sales opportunities and increase brand awareness.



"Being locally owned, and locally focused Resident News Network sets the standard for daily content that is tangible to our readership, and the ONLY news source that offers focused mobile, print and web resources"

JASON BAGGETT, Founder

AD PLACEMENT & SIZING - Web



670px X 90px - 475

300px X 205px - 375

Sponsored Article - 175

Exclusive category placement aligns your brand with a lasting Impression and consistent exposure. Your business will own that specific area of news with dedicated coverage.

All categories offer premium placement

Ad creation rates may apply - \$65 / hr

"Hey Greenwood! What's Happening?"

HGWH is this areas hottest and most active Facebook group boasting 14,000+ members who are actively involved, with new members joining daily.

Marketing availability within this group is solely reserved for paid partnerships who have the ability to utilize this growing groups presence to advertise directly to the consumer.

Non-Corporate Business

Tier 1: \$25 / mo

Page is allowed 1 unique advertisement post per month.

Facebook business page can join HGWH and is allowed to comment as their page

Page is allowed to reply to "ISO or Recommendations" posts

Tier 2: \$75 / mo

Page is allowed 3 unique advertisement posts per month.

Facebook business page can join HGWH and is allowed to comment as their page

Page is allowed to reply to "ISO or Recommendations" posts

Tier 3: \$100 / mo

Page is allowed 5 unique advertisement posts per month.

Facebook business page can join HGWH and is allowed to comment as their page

Page is allowed to reply to "ISO or Recommendations" posts

Corporate Business

Please email contact@residentnewsnetwork.com for detailed information.

AD PLACEMENT & SIZING - Print Newspaper

After continuous requests to provide our content in print, **Resident Press™** sold our first copy on it's inaugural release date of May 2019. **The Greenwood Resident™** followed by launching in October 2020. Both have a loyal following thru subscription, and newsstand sales.

We've learned that print isn't dead, and offers a unique appeal to readership who isn't online, and still wants the tangibility of a print newspaper.

2" X 2" - \$40 (weekly)
4" X 4" - \$50 (weekly)
5" X 7" - \$100 (weekly)
8" X 10" - \$125 (weekly)
Full Page - \$175 (weekly)

- Legal Notices are charged by size which reflects above pricing
- Classified ads less than 20 words, \$20 for three weeks, fourth week FREE
- Classified ads more than 20 words, charged by sizing, fourth week FREE
- Non-advertising obituary partners are priced .30 per word. (FREE photo)

ADVERTISING INSERTS - Print Newspaper

In addition to our regular advertising options, we are now offering advertising inserts that align prominent placement within our weekly newspaper.

These inserts offer brands and businesses the opportunity to showcase sales/political ads, coupons, consumer engagement driving sales or in-store visits.

5" X 7" (max) - \$100 per 300 (weekly)

No heavier than thick card stock

Insert supplied by advertiser

We can design, and print your inserts which will meet and exceed your needs, and expectations. Contact us today to begin the process and to receive a quote.

Prominent placement inquiries, please email us at contact@residentnewsnetwork.com

ARTWORK SPECIFICATIONS

Listed below are the basic artwork specifications for Resident News Network . More specifications or specific needs can be obtained by contacting us directly through email, contact@residentnewsnetwork.com

- Artwork creation - \$65 / hour
- (2) allowed revisions
- Hi-Resolution / Full Color / No Black & White

Formats - if advertiser already has artwork

- Only digital file accepted
- JPG files formats preferred

Delivery Method

- Resident News Network accepts advertising material via our email (above), online storage link or jump drive.

One final proof submitted for acceptance

ADVERTISING GUIDELINES

Advertising locations are based on sizing and availability. Our advertising rates include one announcement of advertiser via social networks.

Social media shares, mentions, etc. are available to monthly advertisers ONLY.

All online ads are clickable with URL destination (website/social/etc.) or email address.

We refuse to promote businesses that we feel offers our readers negative content such as:

- Racism
- Pornography
- Direct Pointing (competitor)
- Etc.

Competitive ads are placed with notification of advertisers awareness and acceptance of placement revision.

THANK YOU

From the entire staff of Resident News Network , we appreciate your interest and time in reviewing our 2021 advertising rate card.

We take great pride in our content, associated photography, and our daily interaction with our readership, which is your current, and potential consumer.

Our staff works tirelessly to demand the very best of our actions, and our reputation. Coming on board as an advertiser, we'll work just as hard to protect and promote your business / brand with not only a #TEAM mentality, but with the understanding that you're family.

Sincerely,

A handwritten signature in blue ink that reads "Jason Baggett". The signature is written in a cursive, flowing style.

Jason and Lesli Baggett
Resident News Network - Founders

RESIDENTNEWSNETWORK.com
Locally owned. Locally Focused.