

North Coast Current

Independent coastal coverage of issues, arts and the community

ADVERTISE WITH US

The North Coast Current is a truly local online news journal dedicated to news, issues, arts and entertainment geared toward the North San Diego County communities of Encinitas, plus Carlsbad, Solana Beach and San Marcos.

Founded and managed in Encinitas, operating since 2002, the North Coast Current offers a great opportunity for local businesses through advertising on the site. We provide award-winning digital news coverage unlike any in the area. It's the type of news coverage residents talk about in the community and at home.

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2016
RATES & INFORMATION INSIDE

Rev. 9/2/16



AWARD-WINNING COVERAGE

Strong online design and content are keys to customer engagement. The North Coast Current brings you a news site that's industry-recognized for its clean, user-friendly design and quality of content.

Coastal North County residents expect and get award-winning coverage and presentation from the North Coast Current. Since 2011, the Current is the only North Coast online news site to be consistently recognized among the best in content and design in San Diego County. Judges from the Society of Professional Journalists and the San Diego Press Club agree that the Current brings readers a website that's easy to navigate, with content of consistent quality.

WEBSITE READERSHIP

The North Coast Current represents true hyperlocal journalism, focusing on issues, arts, education and business. Readers expect quality, in-depth, award-winning coverage from the Current. We offer quality over quantity, with stories that have lasting interest. Our readership shows consistent growth year by year, according to Google Analytics.

The North Coast Current uses Google Analytics to track reader engagement online.

We do not boost our readership numbers using artificial means such as purchased website sessions and like-farming (fake social media profiles purchased to boost social media presence). Our numbers represent true readership without adulteration.

■ Sessions

A session is the period of time a user is actively engaged with the North Coast Current online. All usage data is associated with a session.

■ Page Views

Page views refers to the total number of pages viewed.

■ June 1, 2015-June 30, 2016:

22,034 sessions total (Up 28% over the same time period for 2014-15)

Average number of sessions per month: 1,694

24,663 page views total (Up 16% over the same period for 2014-15)

Average number of page views per month: 1,897

Top 10 communities where readership originated from:

Encinitas*, San Diego, Carlsbad*, Vista, San Marcos*, Oceanside, Escondido, Solana Beach*, Poway, Rancho Santa Fe

(*Core communities served by the Current; San Diego city limits also often represent southern communities of our area)

AD SIZES & RATES

■ Position 1: Banner (728 x 90 pixels) ○

Runs on all pages; placed in rotation

\$150 per month, 1 month = \$150

plus **free** half-page print ad (color extra), 1 insertion

\$135 per month, 3 months = \$405

plus **free** half-page print ad (color extra), 2 insertions

\$120 per month, 6 months = \$720

plus **free** half-page print ad (color extra), 3 insertions and Merchant's Square profile (6 months online and in once print)

\$105 per month, 9 months = \$945

plus **free** full-page ad, 4 insertions (color extra) and Merchant's Square profile (9 months online and twice in print)

\$90 per month, 12 months = \$1,080

plus **free** full-page ad (full-color included), 6 insertions and Merchant's Square profile (12 months and three times in print)

■ Position 2: Square (300 x 250 pixels) ○

Runs on all pages; placed in rotation

\$135 per month, 1 month = \$135

plus **free** quarter-page print ad (color extra), 1 insertion

\$120 per month, 3 months = \$360

plus **free** quarter-page print ad (color extra), 2 insertions

\$105 per month, 6 months = \$630

plus **free** quarter-page print ad (color extra), 3 insertions and Merchant's Square profile (6 months online only)

\$90 per month, 9 months = \$810

plus **free** half-page print ad (color extra), 4 insertions and Merchant's Square profile (9 months online and once in print)

\$75 per month, 12 months = \$900

plus **free** half-page print ad (full-color included), 6 insertions and Merchant's Square profile (12 months online and twice in print)

■ Position 3: Skyscraper (160 x 600 pixels) ○

Front page only; placed in rotation

\$120 per month, 1 month = \$120

\$105 per month, 3 months = \$315

\$90 per month, 6 months = \$540

\$75 per month, 9 months = \$675

\$60 per month, 12 months = \$720



OPEN RATES

Open-rate ads are negotiated at a starting price of \$4 per thousand impressions (CPMs). Generally, advertisers prefer to run 50,000 to 100,000 impressions across two or three sizes. Contact us for more information.

Standalone print advertising opportunities are available in our promotional print editions. Contact us for print-only advertising rates.

DEADLINES & PREPAYMENT DISCOUNT

Space and material deadline for all advertising is 7 business days prior to start date.

Payments per insertion are due net 30 days after the start date.

Prepayment discount: A 10% percent discount will be applied to contracts paid in full before ad's start date.

If ad has a frequency discount, this prepayment discount also applies, for a total possible 20% discount, for example.

Ad reservations are on a monthly basis, by full calendar month or four total weeks after the first of the month.

Examples: Oct. 1 to Oct. 31, 2015; Oct. 17 to Nov. 14, 2015

Ads reserved under the open cost-per-thousand impression rate will run on the site until the maximum number of impressions is reached.

Payments by check should be made to: North Coast Current, P.O. Box 231849, Encinitas, CA 92023.

The North Coast Current also accepts credit card payments via Paypal. Please contact us for information.

Payments by cash are accepted via Paypal transfer only, not in person.

All information subject to change at any time.

TECHNICAL SPECIFICATIONS

All advertiser-submitted online advertisements must be ...

JPEG or GIF file

72 dpi, 96 dpi or 120 dpi resolution

RGB color or grayscale (advertiser's preference)

Advertiser must provide accurate hyperlink for the advertisement.

All advertiser-submitted print advertisements must be ...

PDF, EPS or TIFF file

Minimum 240-300 dpi resolution

Grayscale or CMYK color profile (if it's a color reservation)