



# **ADVERTISING RATES & INFORMATION**

## **2024**

# IN THESE CHALLENGING TIMES ...

...your advertising dollars are likely stretched to the max. That's why the **North Coast Current** offers special competitive advertising rates to local businesses and community organizations.

## AWARD-WINNING COVERAGE

The **North Coast Current**, founded in 2002, is a local online news journal dedicated to news and issues geared toward the North San Diego County communities of Encinitas, plus Carlsbad, Solana Beach and San Marcos. The Current's coverage now also includes **OsideNews**, a site founded in 2013 covering Oceanside and Vista.

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. 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, education, arts 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, 2021-June 1, 2022:

78,581 sessions total (Up 6% over the same time period for 2020-21)

Average number of sessions per month: 6,549

95,004 page views total (Up 8% over the same period for 2020-21)

Average number of page views per month: 7,917

Top 10 communities where readership originated from:

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

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

# AD SIZES & RATES

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

All pages; North Coast Current and OsideNews;  
placed in rotation

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

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

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

\$105 per month, 9 months = \$945  
plus optional Merchants' Square sponsored profile

\$90 per month, 12 months = \$1,080  
plus optional Merchants' Square sponsored profile

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

All pages; North Coast Current and OsideNews;  
placed in rotation in two squares

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

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

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

\$90 per month, 9 months = \$810  
plus optional Merchants' Square sponsored profile

\$75 per month, 12 months = \$900  
plus optional Merchants' Square sponsored profile

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

Front page only; North Coast Current or OsideNews;  
placed in rotation

\$120 per month, 1 month = \$120 (add \$30 for both fronts)

\$105 per month, 3 months = \$315 (add \$30/month for both fronts)

\$90 per month, 6 months = \$540 (add \$30/month for both fronts)

\$75 per month, 9 months = \$675 (add \$30/month for both fronts)

\$60 per month, 12 months = \$720 (add \$30/month for both fronts)

**Standalone Merchants' Square sponsored stories are also available.** Client-written: \$250 one-time price per story; runs in perpetuity NCC staff-written: \$500 one-time price per story; runs in perpetuity.

**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.

**Print advertising rates are available upon request.** The North Coast Current occasionally distributes promotional print editions.



# CONTACT INFORMATION

**North Coast Current**

**OsideNews**

P.O. Box 231849

Encinitas, CA 92023-1849

**Advertising inquiries:** [ads@northcoastcurrent.com](mailto:ads@northcoastcurrent.com)

**General submissions:** [info@northcoastcurrent.com](mailto:info@northcoastcurrent.com)

**OsideNews:** [osidenews@northcoastcurrent.com](mailto:osidenews@northcoastcurrent.com)

## 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.

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.

All advertiser-submitted online advertisements must be ...

JPEG or GIF file

## TECHNICAL SPECIFICATIONS

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)