



2019 MEDIA KIT

Real local news

Engaged local readers

Easy, cost-effective advertising



AUDIENCE & DEMOGRAPHICS

DEEP LOCAL REACH:

130,000
Pageviews each month

38,000
Unique Visitors each month

SOCIAL CONNECTION:



16,000+ fans facebook.com/wotsmqt



1,900+ followers @wotsmqt



4,600 newsletter subscribers

WHO READS WORD ON THE STREET?

The typical Word on the Street reader is a Marquette County resident highly interested in what's happening in our community. Our readers are steadily engaged with local news, events, and businesses, and are often decision makers in their business or organization. Our publication is accessed through a wide variety of channels, and our reach steadily increases as more people turn to digital for their news. We also have a sizable base of readership outside the U.P. consisting of people wanting to keep tabs on their hometown.

55%

Ages 25-54

65%

in Marquette County

62%

Repeat visitors

60%

Mobile readership

60%

Email opens

50%

Facebook engagement

Reach and demographic stats provided by Google Analytics 3/25/19

DISPLAY ADVERTISING

A. Top Takeover Ad \$475/mo

- + At the top of all pages
- + Highest Visibility
- + Ultra-wide format: 970px (w) by 250px (h)

B. Sidebar Ad \$175/mo

- + On the sidebar on desktop view and within articles on mobile
- + Versatile size great for any ad
- + Square format: 600px (w) by 500px (h)

C. Skyscraper Ad \$300/mo

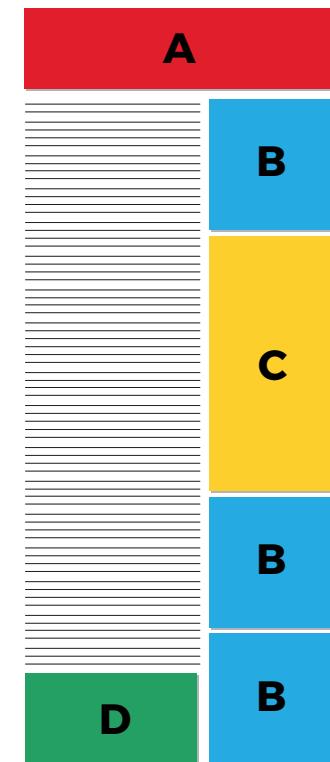
- + On the sidebar on desktop view and within articles on mobile
- + Optimized for high click-thru rate on site
- + Tall format: 600px (w) by 1200px (h)

D. Cinematic Ad \$100/mo

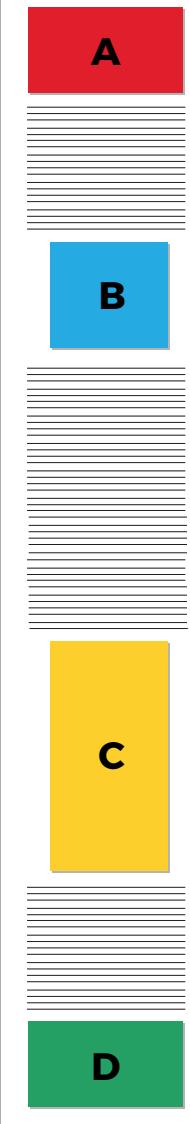
- + At the end of articles on desktop and mobile
- + Great value for the price
- + Wide, cinematic format: 600px (w) by 300px (h)

*Custom ad design costs based on contract length.
Ad rates valid until December 31, 2019.*

Desktop



Mobile



 **Monthly stats report** provided for every ad, including ad views and clicks.

OUR READERS & ADVERTISERS

KEY READERSHIP STATS:*

70%

Can recall an ad
from the past month

25%

Have made a purchase
based on an ad

88%

Prefer WOTS to other
local news sources

95%

Know someone else who
reads WOTS

WHAT OUR READERS ARE SAYING:*

"Keeps me updated on the most important things
happening in the area."

"I hear about community things going on here first."

"More inside information on what's happening than
the Mining Journal."

"A quick way to get up to speed with the current happenings."

WHO OUR ADVERTISERS ARE:



Residential Real Estate



Legal Services



Local Businesses



Medical Services



Insurance Services



Apparel Shops



Non-Profit Organizations



Schools



Economic Development

*Source: 2017 WOTS Reader Survey.



Our goal is to partner with businesses to create great local advertising that readers actually want to see and engage with.

We work with our advertisers to craft campaigns that are effective at reaching a large, local audience and achieving their marketing goals. Informative, native advertising is what we do best.

Local advertising with us works because it's:

RELEVANT

Communicate a value proposition that is genuinely of interest to local readers.

ACTIONABLE

Give highly-engaged viewers a way to purchase, sign up, or learn more.

AUTHENTIC

We help emphasize your community connection and communicate on a personal, native level.

BRIEF

People value their time, so we help you get your message across in a concise, reader-friendly format.

DISCOUNTS

**6-month commitment
10%**

**12-month commitment
15%**

**Nonprofit
10%**

Nonprofit discounts cannot be combined with term discounts.

Let's get started.

ABOUT WORD ON THE STREET

Word on the Street was founded by Brian Cabell, a writer who worked in TV news, including CNN, for 35 years. Every week, Brian covers the pulse of what's going on in Marquette County, including businesses opening and closing, upcoming events, notable local figures, public policy changes, and more. Today, Word on the Street is a powerful force in local news, garnering over 130,000 views each month across a wide viewer demographic. Word on the Street's advertising platform has served many of Marquette's most well-known businesses since our founding in 2014 and we look forward to serving yours as well.

The screenshot shows the homepage of WORD ON THE STREET. At the top, there is a navigation bar with links for Subscribe, About Us, Advertising Info, Submit News, Contact, Home, News, StraightTalk, InSight, and Event Calendar. Below the navigation is a large banner for a TV show called "Yooperz!" with a black background and white text. The banner includes the text "Season Premiere September 2019" and "only on... AmericanaVista". To the right of the banner is a "Connect:" section with social media icons for Twitter, Facebook, and Email. Below this is an advertisement for Northstar Investment Management, featuring a star logo and the tagline "Helping Improve Our Clients' Financial Lives." It includes three small portraits of professionals. Further down the page, there are two more advertisements: one for First Bank with the tagline "It's all about people." and another for Vango's pizza.