

# SOUTH SEATTLE EMERALD

## 2017/18 MEDIA KIT



## WHO WE ARE

**Nonprofit, hyperlocal, social justice-focused media.** We are a geographic publication, serving South Seattle to bring the news, commentary and culture that matters to folks south of I-90. We value Community, Integrity, Equity, Accountability and Empowerment.

## OUR READERS

Unlike advertising in regional publications where most readers live miles away from your establishment or event, advertising with the Emerald allows you to connect with the very people driving and walking past your business every day! South Seattle residents value shopping and dining hyper-locally. **Advertising with us is the perfect connection between your local business and our local readership!**

## OUR STATS

**Website:** 1,700+ daily pageviews

**Social Media:** 6,000+ followers

**Weekly Email:** 600+ inboxes

*(much higher than the average open rate for nonprofits)*

## OUR RATES

**We offer affordable rates and flexible terms.** We do not believe in long contracts or excessive costs and understand that many of our advertisers are small businesses and organizations with limited funds\*. Our goal is to make advertising in the Emerald work for both of us, providing necessary tools for all to grow and thrive. If our terms don't fit your needs, we are open to a conversation.

*\*Advertising discounts are available for nonprofits. For more information, please contact:*  
**[Advertising@SouthSeattleEmerald.com](mailto:Advertising@SouthSeattleEmerald.com)**

### EMERALD'S TOP FIVE\*

Your hyperlinked ad graphic will run daily prominently placed in one of five exclusive locations on our website for the entire month

- Avg 50k+ views/month
- \$250/month

### EMERALD'S INBOX THREE\*

Your hyperlinked ad graphic prominently placed in one of three exclusive locations in our Weekly Round-Up Newsletter email

- 600+ inboxes
- \$75/week, \$50/addl. consecutive week

*\*See following page for further info & specs*

SOUTH SEATTLE  
**EMERALD**

**2017/18  
AD SPECS**



**EMERALD'S TOP FIVE**

Your hyperlinked ad graphic will run daily prominently placed in one of five exclusive locations on our website for the entire month

- JPG or PNG graphic
- 175px W x (max) 350px H

**EMERALD'S INBOX THREE**

Your hyperlinked ad graphic prominently placed in one of three exclusive locations in our Weekly Round-Up Newsletter email

- JPG or PNG graphic
- 600px W x (max) 250px H

**NOTE:** Ad may not contain political advertising of any kind or inappropriate content (SSE reserves the right to refuse any advertising we deem inappropriate or in violation of our values)

**READY TO ADVERTISE WITH US?**

So we can screen potential advertisers and schedule according to availability, please complete our brief online application found at: [SouthSeattleEmerald.com/Contact](http://SouthSeattleEmerald.com/Contact)