Longmont Observer

NONPROFIT. NON-PARTISAN. COMMUNITY DRIVEN. LONGMONT-FOCUSED. NEWS.

Contact Sergio R. Angeles
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ABOUT

The Longmont Observer was launched in the first half of 2017 as the first nonprofit, non-partisan news organization to serve Longmont, Colorado.

OUR MISSION

We inform and enlighten our community by way of facts, not opinion. We speak truth to power and hold those powers accountable. We provide accurate and honest insight about our residents, our neighborhoods, our schools, our businesses, and our government. We are the pulse of Longmont. The heartbeat and memory of our community.
OUR GROWING COMMUNITY

STATISTICS
Total Page Views - 2018
329,731
Total Unique Readers - 2018
121,153
Page Views per Month - 2018
Up to 33,000+
Unique Readers per Month - 2018
Up to 14,000+

REACH
Social Media Followers
2.1K
Social Media Reach
Up to 10K+ per month
Minutes Viewed
45.9K on Facebook

OUR AUDIENCE

Readership by Age Group

- Age 55+: 25.7%
- Age 25-34: 23.8%
- Age 35-44: 24.5%
- Age 45-54: 19.9%
- Age 18-24: 6.1%

Source: 2018 Google Analytics
Readership by Gender

- Female: 49.3%
- Male: 50.7%

Readership by Device

- Mobile: 60.2%
- Desktop: 39.8%

Source: 2018 Google Analytics
## ADVERTISING OPTIONS

<table>
<thead>
<tr>
<th>Placement</th>
<th>Unit</th>
<th>Specs</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homepage</td>
<td>Featured Banner</td>
<td>728x90*</td>
<td>$10/day or $280/mo</td>
</tr>
<tr>
<td></td>
<td>Footer Banner</td>
<td>728x90*</td>
<td>$7/day or $190/mo</td>
</tr>
<tr>
<td></td>
<td>Sidebar</td>
<td>300x250*</td>
<td>$5/day or $125/mo</td>
</tr>
<tr>
<td>Article</td>
<td>Article Header</td>
<td>468x60*</td>
<td>$5/day or $125/mo</td>
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<tr>
<td></td>
<td>Article Footer</td>
<td>468x60*</td>
<td>$2/day or $50/mo</td>
</tr>
<tr>
<td></td>
<td>Sidebar</td>
<td>300x250*</td>
<td>$3/day or $80/mo</td>
</tr>
</tbody>
</table>

*all ad sizes are in pixels

## BUSINESS MEMBERSHIP

**Community Partner ($30+/mo or $330+/yr):**
- Rotating monthly ad displayed on the article sidebar
- Recognition on the business member page (see below)
- Free or discounted admission for you and a guest to Longmont Observer events
- Logo displayed in the exclusive monthly member newsletter
- One time mention of your organization on our social media pages (e.g. Facebook)

**Community Ally ($75+/mo or $800+/yr):**
- Community partner benefits, plus:
- Rotating monthly ad displayed on the homepage
- Logo displayed in the weekly newsletter
Section on the Longmont Observer (e.g. city/government, business, education, lifestyle):
  Bronze - $5,000 / yr
  Silver - $7,500 / yr
  Gold - $10,000 / yr

Sponsor a live stream:
  Longmont City Council Meetings - $100 / meeting
  Longmont Public Library's Author's We Love Series - $50 / event

Podcasts:
  Pre-Roll - 30 second message on a Longmont Observer podcast - $35
  Interstitial - 30 second message on a Longmont Observer podcast - $50
  Credits - 30 second message on a Longmont Observer podcast - $25

Spanish Translation:
  Bronze - $2,500 / yr
  Silver - $5,000 / yr
  Gold - $7,500 / yr

Email Newsletter:
  Weekly- $30 / week or $100 / mo
  Daily - $15 / week or $50 / mo
  Member-only - $70 / mo