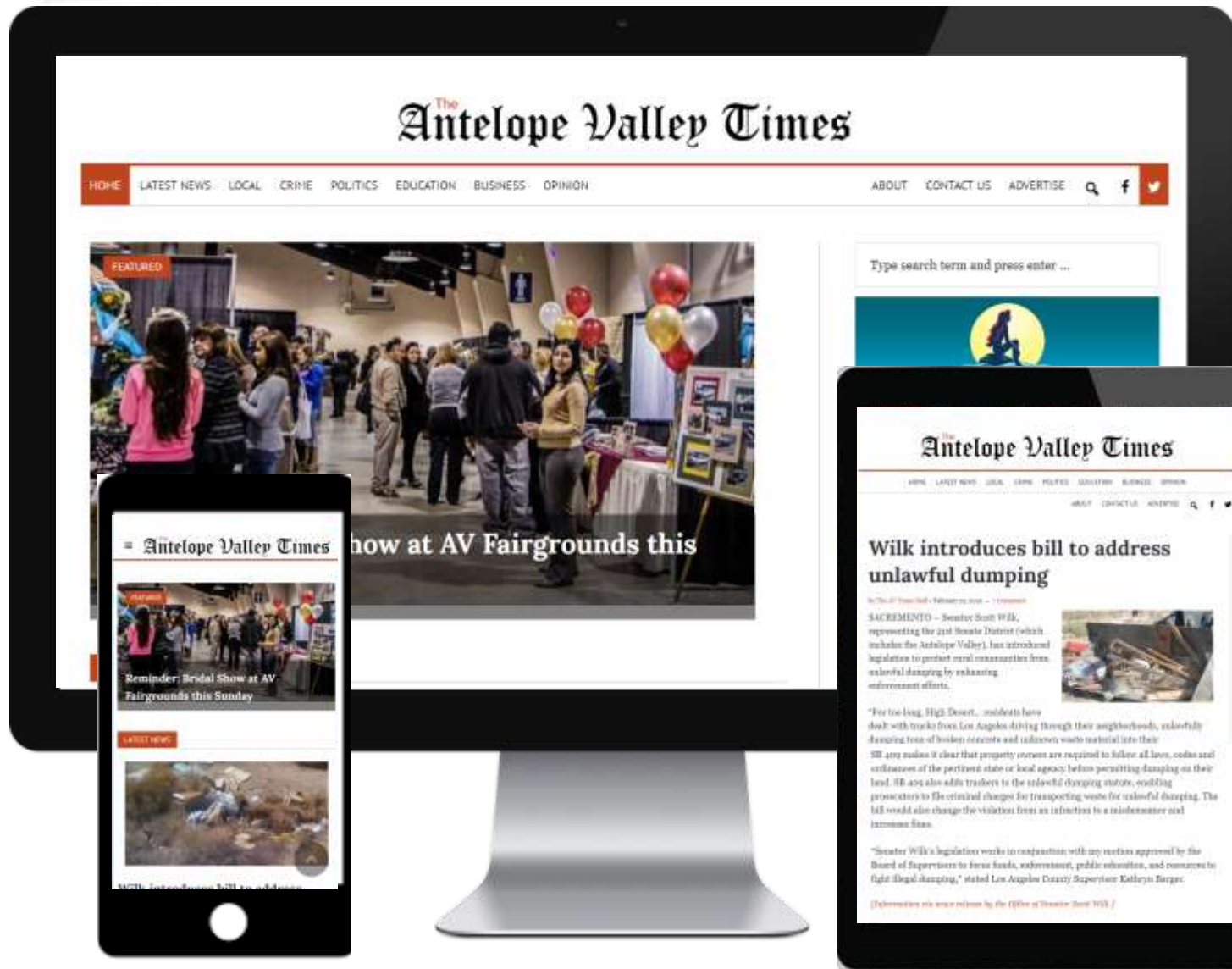




MEDIA KIT 2021



AUDIENCE & DEMOGRAPHICS*

UNPARALLELED LOCAL REACH:

6.5 Million

Pageviews in 2020.
[Jan. 1—Dec. 31]

542,000

Average pageviews per month for 2020.

SOCIAL CONNECTION:

82,000+

Social media followers.



Who views advertisements on TheAVTimes.com?

74%

Mobile readership

Top Traffic Sources

38%

Google search

54%

Ages 25-44

36%

m.facebook.com

Top 3 cities where our viewers reside:

1. Los Angeles
2. Lancaster
3. Palmdale

* Sources: Google Analytics and Facebook. **Detailed reports available upon request.**



MEDIA KIT 2021

SIDE RAIL BANNER

Available
NOW



Actual Size



Prominent visibility. Ad placement is inside the right sidebar on the desktop version of the website and below the content on the mobile version of the website. Ad will rotate between all side rail/in-article placements.

SIZE: 336X280 pixels [*large rectangle*]

RATE:

- Weekly - \$125
- One month - \$400 (*Save \$100*)
- Three months - \$1,000 (*Save \$200*)

GUARANTEED MINIMUM Monthly views:
250,000

▪ **Only \$1.60 or less per 1,000 views!** ▪

ADDED BENEFITS:

- Change your banner ad at anytime (with 24 hours notice.)
- Sponsor Spotlight: Advertorial on home page for one day each month. Permanent article with link to your website in the "Business" section.
- "Sponsored Spotlight" post linked to TheAVTimes social media accounts [*80,000+ followers*].
- Get performance reports upon request anytime.



Available
NOW

TOP BANNER

Actual Size

728x90 Leaderboard



Maximum visibility. Ad Placement is at the top of the site, above the content, sitewide. This exclusive placement is great for businesses seeking brand awareness.

SIZE: 728x90 pixels on desktop; 320x50 pixels on mobile.

RATE:

- Weekly - \$300
- One month - \$1,000 *(Save \$200)*
- Three months - \$2,500 *(Save \$500)*

GUARANTEED MINIMUM Monthly views/impressions:

350,000

■ **Only \$2.86 or less per 1,000 views!** ■

ADDED BENEFITS:

- Rotate up to four different banners, linked to up to four URLs.
- Change your banners at anytime (with 24 hrs notice.)
- Option to use animated gif ads.
- Sponsor Spotlight: Advertorial on home page for one day each week. (Four times a month!)
- "Sponsored Spotlight" post linked to TheAVTimes social media accounts [80,000+ followers].
- Get performance reports upon request anytime.

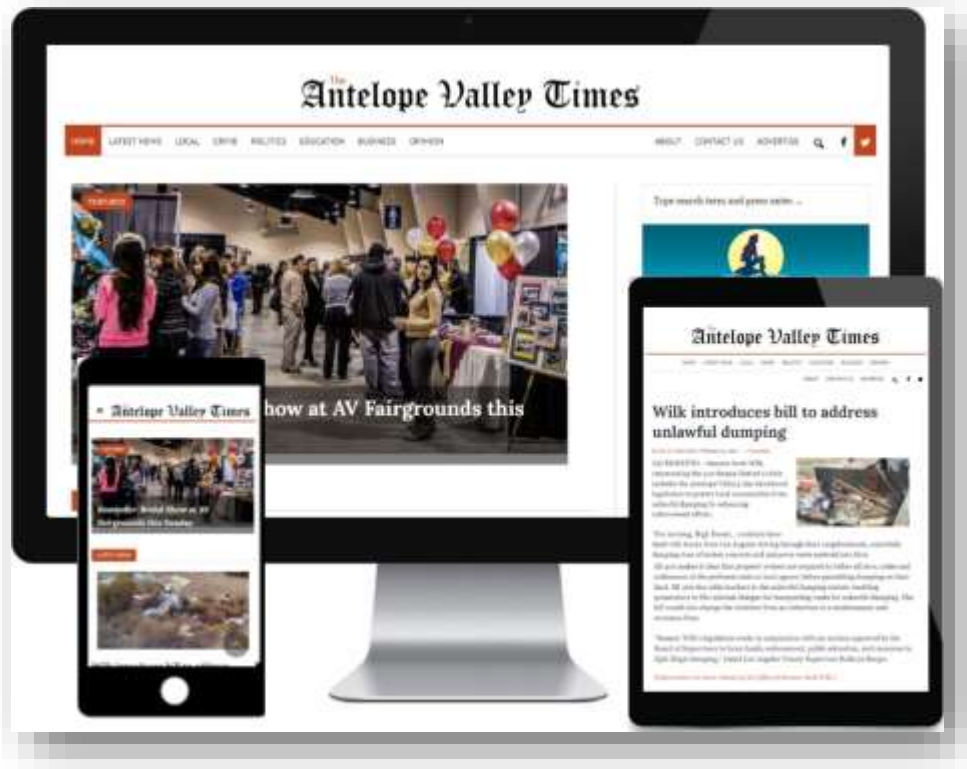


ABOUT THEAVTIMES.COM

Call 661-547-6614 to get started!

Launched in 2011, **TheAVTimes.com** has grown to become the most popular online news source in the Antelope Valley.

With more than 6.5 million pageviews last year [2020] from 2.3 million users, **TheAVTimes.com** has solidified itself as a trusted source for news and information for Antelope Valley residents. You can trust us with your advertising.



Why advertise on TheAVTimes.com?

1. We guarantee a minimum number of views on your advertising, but there is no maximum limit. This means that when viral news stories spike our website traffic, your exposure increases exponentially, but you still pay the same monthly rate!
2. We offer advertorials, at no added cost, which create a strong impact for businesses in an interesting yet natural way.
3. We offer hassle-free month-to-month contracts, as well as weekly options. We also offer deep discounts to advertisers who contract with us for at least three months.
4. You can change your advertisement at any time, at no added cost. We want you to grow your business as a result of your partnership with us, and if your ad isn't working, you should be able to switch it to one that does.
5. Your events or special promotions will be posted on our Facebook & Twitter pages (we have over 80,000 followers, and the number grows each day).

