



MEDIA KIT 2019

Longmont Observer

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

Contact Sergio R. Angeles
sergio@longmontobserver.org

Longmont Observer

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

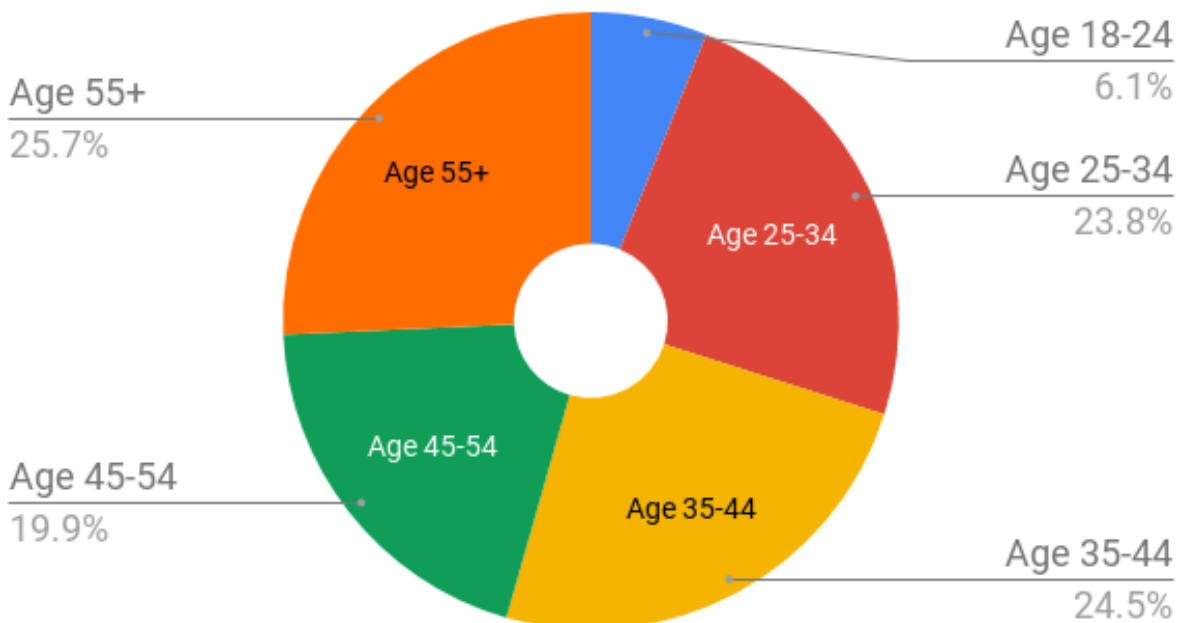
Social Media Followers
2.1K

Social Media Reach
Up to 10K+ per month

Minutes Viewed
45.9K on Facebook

OUR AUDIENCE

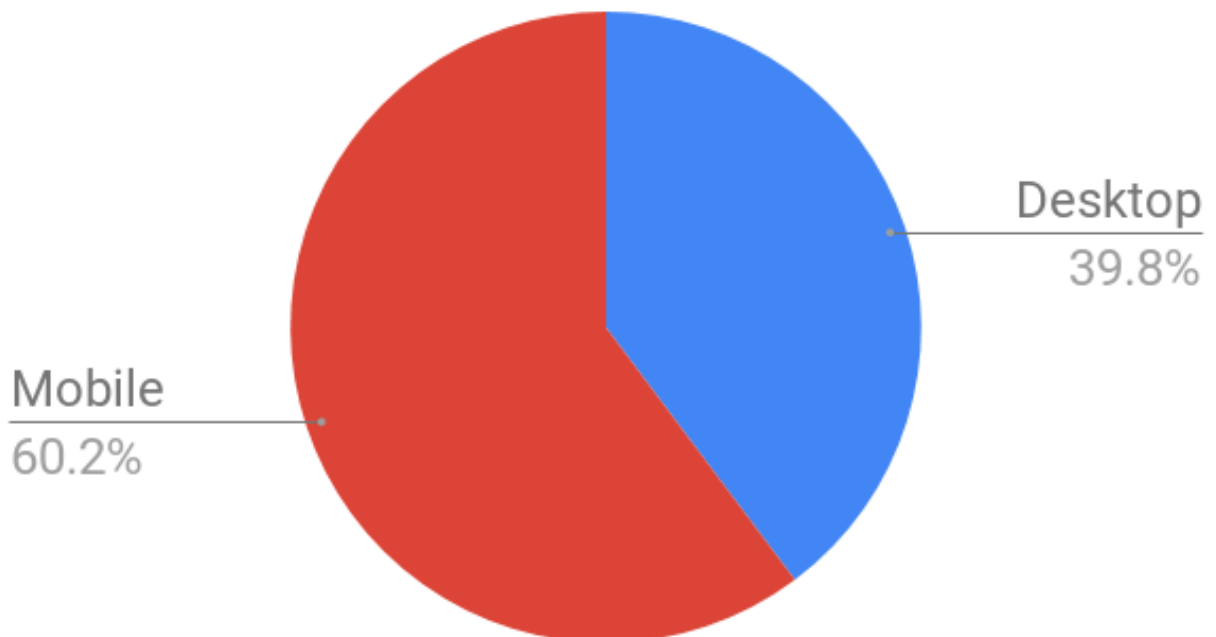
Readership by Age Group



Readership by Gender



Readership by Device



ADVERTISING OPTIONS

PLACEMENT	UNIT	SPECS	PRICE
Homepage	Featured Banner	728x90*	\$10/day or \$280/mo
	Footer Banner	728x90*	\$7/day or \$190/mo
	Sidebar	300x250*	\$5/day or \$125/mo
Article	Article Header	468x60*	\$5/day or \$125/mo
	Article Footer	468x60*	\$2/day or \$50/mo
	Sidebar	300x250*	\$3/day or \$80/mo

*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

UNDERWRITING

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