

CITY BRAND MEDIA

MEDIA KIT - POLITICAL

The Digital Billboard to the World
for Arizona's Cities

ABOUT

City Brand Media is an online advertising media and marketing agency representing a network of 140 PLUS City(dot)com websites across the country.

Our hyper local sites in Arizona include: Scottsdale.com, Mesa.com, Tempe.com, Chandler.com, FountainHills.com, and ApacheJunction.com.

DEMOGRAPHICS

- The local sites receive 200,000 to 250,000 unique visitors per month
- Page views are in the 1,500,000 range
- Demographics are 56% male, 44% female, with 61% ages 18-34
- Local social media reach averages 15,000 active followers per city

BUNDLED PACKAGE OPPORTUNITIES

- Stand out in front of your competition with one of our premier bundled packages to target a custom blend of cities at different levels.
- Customize your own "Out-of-the-Box" package to develop an advertising strategy as unique as your campaign.



HEADLINE INTERVIEWS:

Headline Interview on the City(dot)com site of your choice and shared on the corresponding social page. Also included in "Meet the Candidate" on the "Get Out & Vote" landing page.

Scottsdale.com	\$500	Chandler.com	\$250	Mesa.com	\$250
Tempe.com	\$250	FountainHills.com	\$150	ApacheJunction.com	\$150

Banner Ads	Home Page		Category Pages	
	Leaderboard	Skyscraper/Stack	Leaderboard	Skyscraper/Stack
Scottsdale.com	\$1000/\$500*	\$400	\$500/\$250*	\$200
Mesa.com	\$500/\$250*	\$250	\$500/\$250*	\$125
Tempe.com	\$500/\$250*	\$250	\$500/\$250*	\$125
Chandler.com	\$500/\$250*	\$250	\$500/\$250*	\$125
FountainHills.com	\$500/\$250*	\$150	\$500/\$250*	\$75
ApacheJunction.com	\$500/\$250*	\$150	\$500/\$250*	\$75

*Price dependent on exclusivity or rotation.

FRONT RUNNER PACKAGE: \$2,500

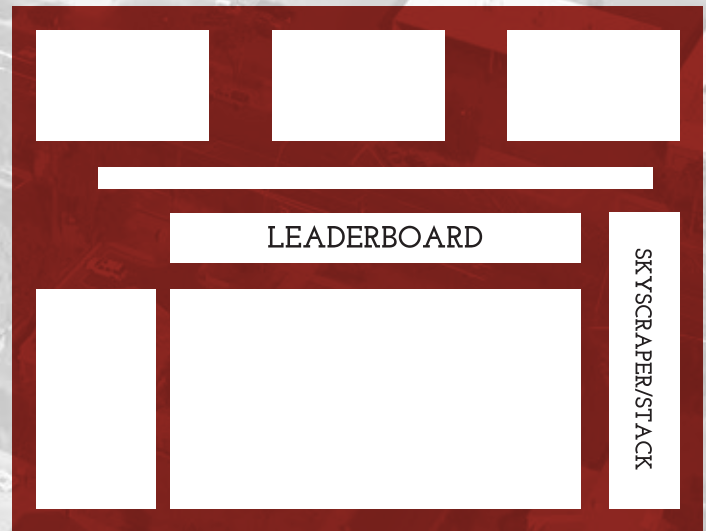
- Headline Interview on the home page above the fold across all local City(dot)com sites
- Interview shared on all social media sites for Arizona City(dot)com sites
- "Meet the Candidate" bio in the "Get Out & Vote" landing page
- Leaderboard & Skyscraper banner ads on home page and category pages
- Banner ad included in email promotion to 76,000 valley residents

CUSTOM PACKAGES:

Bundled City(dot)com sites: Chose multiple cities within network
Creative Candidate: Create unique "Out-of-the-Box" campaign

SIZES:

Leaderboard 728 x 90
Wide Skyscraper 160 x 600
Side Stack 120 x 600



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