



**Neighborhood  
News Network**

## Media Kit



Cost-effective marketing for North King County and South Snohomish County  
My Edmonds News.com | LynnwoodToday.com | MLTnews.com

**my EDMONDS NEWS**

**LYNNWOOD  
TODAY**

**MLT NEWS**

Contact us today to learn more about advertising on our network of digital news sites

**Kathy Hashbarger | Sales and Marketing | 425-773-7774 | kathyhashbarger@gmail.com**





Designed to be empty on final draft

Thank you for choosing

# MY NEIGHBORHOOD NEWS NETWORK

Digital News for South Snohomish County

My Edmonds News | LynnwoodToday | MLTnews

Founded in 2009, MyNNN is South Snohomish County's only locally-owned online source of community news. With three web properties and over 300,000 unique visitors each month, MyNNN features high-quality journalism from writers and photographers who live in -- and care about -- our community

## When you advertise with us, you receive:

- Regular promotion via our Facebook and Twitter accounts, for a total combined following of 9,684 on Twitter and 8,818 on Facebook
- Effective advertising formats that go beyond typical banner ads, from rotating cubes, to "editable ads" where you can change your messaging, to sponsored columns, and more!
- Access to our in-house video studio for production of video messages and advertising.

Your local business is important to us. We look forward to serving you.





## 'OUR TRUSTED LOCAL NEWS SOURCE!'

### ADVERTISERS AND SUBSCRIBERS HAVE A LOT TO SAY ABOUT MY NEIGHBORHOOD NEWS NETWORK

Working with the My Neighborhood News Network means that we can connect with readership at a very local level – the Edmonds, Lynnwood and Mountlake Terrace residents and businesses – on three different websites. Because it is all web-based, we also get great data on the audience we reach. With one successful campaign, we found that more than 75 percent of the people who came to us from MyNNN were first-time visitors to our site.

-- Jennifer Piplic, *Director of Marketing & Communications, Verdant Health Commission*

*My Edmonds News* has been a great marketing medium to reach out to our local target market.

-- Andy Cline, *Owner; Cline Jewelers, Edmonds*

My girlfriend and I have just recently moved to Edmonds, and *My Edmonds News* showcases the strong community that Edmonds has. We track local news daily, and have learned about many of the great community events through *MEN* as well.

-- Chris Rue, *Edmonds subscriber*

I appreciate your fair, all-sided approach of reporting on issues. That is unfortunately not the approach of all media organizations. I look forward to reading your *Lynnwood Today* news every morning. You keep me informed and I thank you for that.

-- Chris Frizzell, *Lynnwood subscriber*

We love *MLTnews*! It's been a consistent and great source of hyperlocal news and sports. And it's great for our kids to see the power of local reporting. We are so lucky to have this resource.

-- Molly Luna, *Mountlake Terrace subscriber*



# STATS

We reach your customers no matter where they are

## PAGE VIEWS

Over **240,000** pages viewed each month across all three sites

Per month



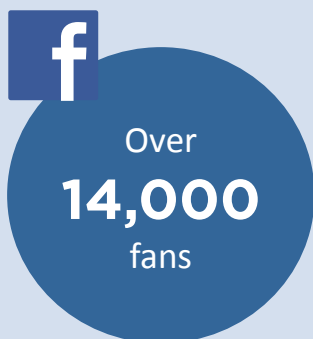
## VIEWERS BY PLATFORM



We can get your ad ready to display the right way on desktop and mobile displays

## WE ARE SOCIAL

Potential audience per month for all three sites total



We reach over **25,000** people a day through social media



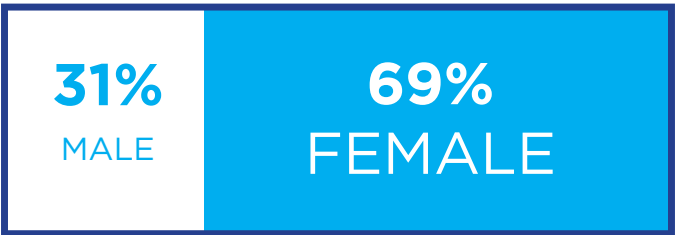
people are reached **DAILY** by our email newsletter



# STATS FOR THE My Neighborhood News Network Coverage Area



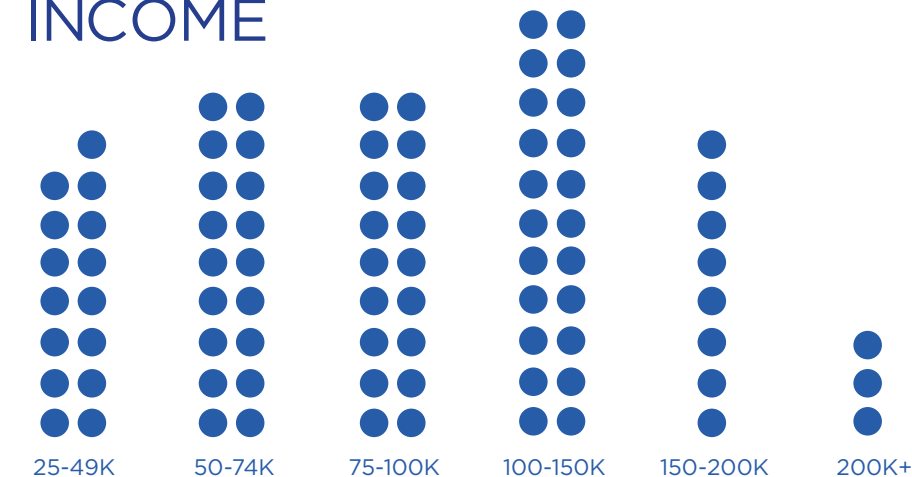
GENDER



## AGE



## INCOME



## STATS FOR My Edmonds News

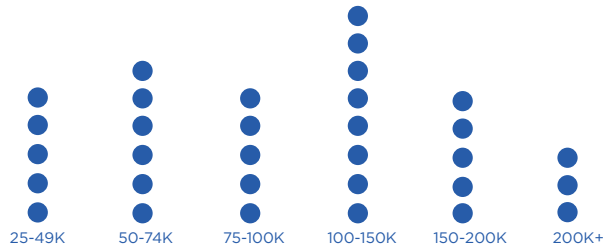


GENDER

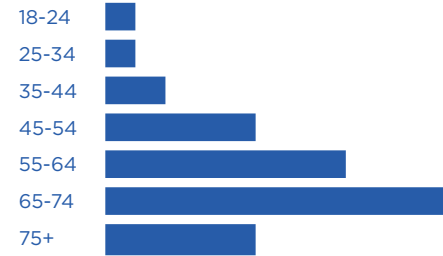
**33%**  
MALE

**67%**  
FEMALE

## INCOME



## AGE



## STATS FOR LYNNWOOD TODAY

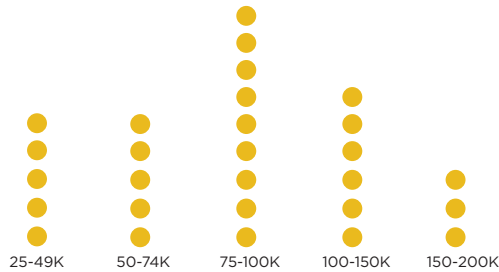


GENDER

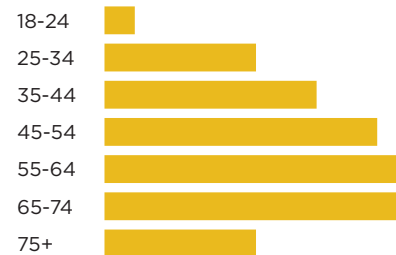
**25%**  
MALE

**75%**  
FEMALE

## INCOME



## AGE



## STATS FOR MLTnews

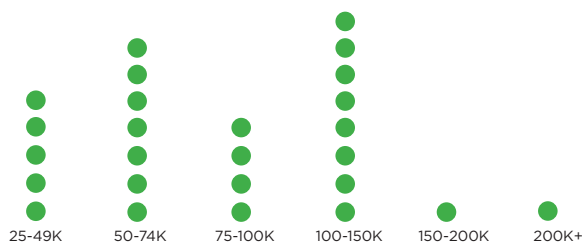


GENDER

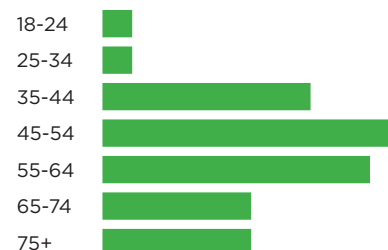
**35%**  
MALE

**65%**  
FEMALE

## INCOME



## AGE



# AD PRICING

Your ad on all three sites:  
My Edmonds News  
Lynnwood Today  
MLTnews

## Buy One Dinner Get One FREE

Any two entrees. All month.  
**ONLY AT ERIC'S.**



### Premiere Top Banner 2000 x 500

Our most prestigious placement.  
Created to get maximum attention on our sites.

12 months = 1000/mo  
1 month = 1200/mo

## Buy One Get One FREE

Any two  
entrees.  
All month.

**ONLY AT  
ERIC'S.**



### Skyscraper 150 x 563

Rotate on page  
refresh. Perfect for ads  
that need to have more  
text (like event or  
coupon information) or  
a large photo.

This is our most popular  
format!

12 months = 385/mo  
1 month = 535/mo

## BOGO Dinner FREE

Any two entrees. All month.  
**ONLY AT ERIC'S.**

[ericisdiner.com](http://ericisdiner.com)  
425-555-5555



### Above the Fold 300 x 250 (Gold)

Top right (as the eye tracks).

12 months = 475/mo  
1 month = 625/mo

### 300 x 250 (Silver)

Prominent placement for  
branding and event  
advertising.

12 months = 450/mo  
1 month = 600/mo

## Buy One Dinner Get One FREE

Any two entrees. All month.  
**ONLY AT ERIC'S.**



### Mid-Page Banner (Gold) 600 x 150

This anchor ad gives prominent  
placement in an easy-to-view, high  
rectangle format.

12 months = 550/mo  
1 month = 700/mo

### Mid-Page Banner (Silver) 600 x 150

Anchor placement in an  
easy-to-view, high rectangle format  
but at an affordable price.

12 months = 385/mo  
1 month = 535/mo

### Ad Design

Our team can deliver a fresh,  
attractive, and easy-to-read ad  
designed to get maximum views!





# Buy One Dinner Get One FREE

Any two entrees.  
All month.  
**ONLY AT ERIC'S.**



## Sidebar (Standard) 300 x 250

Rotate on the home page(s)  
for equal exposure for all  
advertisers in the zone.

12 months = 275/mo  
1 month = 425/mo

## Sidebar (Shared) 300 x 250

Value priced ad size located in the bottom right of the site. These ads rotate  
presence with three other advertisers..

3 month = 100/per mo

## BOGO Dinner FREE

Any two entrees. All month.  
**ONLY AT ERIC'S.**

**ericisdiner.com**  
**425-555-5555**



## BOGO Dinner FREE

Any two entrees. All month. **ONLY AT ERIC'S.**



## Top Banner 728 x 90

Prominent banner placement at an affordable price.

12 months = 550/mo

1 month = 700/mo

## Billboard 300 x 600

Rotate on page refresh.

12 months = 715

1 month = 865

## Check out our "Wallpaper Takeover" ad!

An ad that  
automatically inserts  
itself into full  
background of page.

12 months = 880/mo

1 month = 1,030/mo

# DYNAMIC Advertising Options



Cut through the noise with these powerful and active ways to reach your audience

## Sponsored Content - Magazine Style Article

- Space for several images, or a video.
- Published on our homepage, promoted on Facebook, Twitter, and included in our daily email newsletter (*over 2,500 subscribers*)
- Stays on page after refresh and is always searchable (which helps to improve the SEO of the site the content is linked to)
- Excellent way to boost web presence through SEO

*Cost: \$175 per post on My Edmonds News. \$210 per post on My Edmonds News, Lynnwood Today, MLT News*

## Newsletter Ad

- Delivered every morning to a loyal audience of engaged readers in Edmonds, Lynnwood, and MLT
- Open rate of 48% (industry average is 18%).
- You provide the ad or we'll design it for you to review for a \$75 additional fee.
- Ad Options:
  - Top Banner Sponsorship (ask about bundled price)
  - Big Banner 1 (600x150) \$250 per month
  - Big Banner 2 (600x150) \$250 per month
  - Sidebar Compliment 1 and 2 (180x150) \$75 per month

## Unclassified Ad

- Great for job openings, garage/yard sales, homes for sale, home or business services.
- Published on our homepage
- Included in our email newsletter (*over 2,500 subscribers*)
- May include image or logo (*depending on size/message length*)

*Cost: \$50 per day for My Edmonds News/Lynnwood Today/MLT News*



*\*Sample post of an "Unclassified" ad.*

## NEW Add-Ons to any Ad Purchases!

- *Bundled pricing available*
- *Add Keyword Targeting to any ad campaign and reach your audience even faster!*

*\*Talk to your sales rep for prices and details*



REACH NEW CUSTOMERS TODAY

Contact Kathy Hashbarger at 425-773-7774  
and connect with a local, engaged audience



LYNNWOOD  
TODAY

