



Neighbors Helping Neighbors

DIGITAL MARKETING GUIDE



MyNeighborhoodNews.com

281-463-8649 | info@myneighborhoodnews.com

Premium Packages

Designed to Maximize Exposure Across Multiple Platforms

Six Month Contract required for each package for Optimal Engagement

Package A

(Reserved for max of 10 customers only)

RUNS MONTHLY

Online Top Banner Ad (728 x 90 px)

Listing on BizFinder with Star Badge

Banner Ad in Email Digest from Ad Pull (728 x 180 px)

RUNS WEEKLY DURING FIRST MONTH

Wk 1 - Featured Article & Boosted Facebook Post

Wk 2 - Placement in Email Digest (728 x 180 px)

Wk 3 - Thought Leadership Article
with Boosted Facebook Post

Wk 4 - Banner Ad in Email Digest from Ad Pull (728 x 180 px)



Package B

(Package pertains to B1 & B2)

RUNS MONTHLY

Online Sidebar Ad (300 x 250 px) or (300 x 600 px)

Listing on BizFinder with Star Badge

Banner Ad in Email Digest from Ad Pull (728 x 180 px)

RUNS WEEKLY DURING FIRST MONTH

Wk 1 - Featured Article & Boosted Facebook Post

Wk 2 - Banner Ad in Email Digest from Ad Pull (728 x 180 px)

Wk 3 - Boosted Facebook Ad

Wk 4 - Thought Leadership Article



Package C

RUNS MONTHLY

Inline Banner Ad (728 x 90 px)

Listing on BizFinder with Star Badge

RUNS WEEKLY DURING FIRST MONTH

Wk 1 - Featured Article & Boosted Facebook Post*

Wks 2-4 - Banner Ad in

"Thank you for Subscribing" emails (728 x 90 px)



Package Pricing

All Premium Package pricing is per region

Package A

Top Banner Ad +

\$2,250 First Month

\$1,450 Each Additional Month

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Package B1

Small Sidebar Ad

\$1,350 First Month

\$750 Each Additional Month

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Package B2

Large Sidebar Ad

\$1,650 First Month

\$1,050 Each Additional Month

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Package C

Inline Banner Ad

\$700 First Month

\$250 Each Additional Month



A La Carte

Top Banner Ad (rotates with max 10 ads) - \$1,000

Sidebar Ad (rotates with other ads) - \$300/\$550

Featured Article with Boosted Facebook Post - \$400

In-Line Banner ad (rotates with other ads) - \$200

Facebook Boosted Small Business Spotlight - \$150

"Thank you for Subscribing" ad - \$200

Weekly Email Digest Banner ad - \$50 per subdivision

BizFinder Listing Only - \$25

**Pricing is per region*



Powered by

Neighbors Helping Neighbors

Who We Are

My Neighborhood News is exactly that... We deliver Neighborhood Specific news along with hyper-local events and community information from organizations such as local schools, chambers, charities, and more, keeping the reader engaged and interested.

Our Mission

Our mission is to bring people, organizations and local businesses together in ways that build up and strengthen our communities - where we live, work and play.

Why Advertise With Us

- We offer affordable, broad-reaching advertising
- Ads are strategically placed on every page across the website ensuring that readers will potentially see ads multiple times while visiting My Neighborhood News
- Digest emails are sent weekly to all website subscribers specific to their neighborhood, which includes exclusive, limited advertising for maximum exposure and reader engagement
- MyNeighborhoodNews.com is designed specifically for the communities we serve making it a unique, hyper-local platform relevant to each reader. This means they are more likely to visit the page and return regularly.

60%
OPEN RATE
ON DIGEST EMAILS

99%
RETENTION RATE
on current subscribers

1,000
AVERAGE UNIQUE
SITE VISITORS
PER DAY

Highly Ranked
ON GOOGLE SEARCH
*For subdivisions and
regions we serve*