

# AVALON PARK SUN

KEEPING THE NEWS LOCAL... AND THE COMMUNITY CONNECTED.



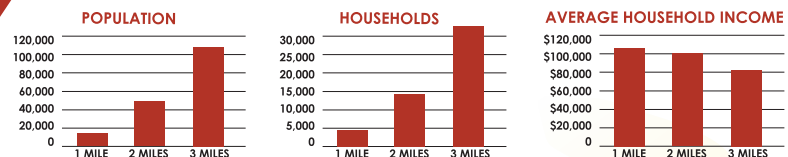
## OUR MISSION

The Avalon Park Sun seeks to effectively reflect upon the vitality of our community through the distribution of purposeful community news. Working to clarify and bring acknowledgement to the individuals and events that embody Avalon Park and surrounding communities, the ongoing goal is to improve upon the quality, content, and reach that is presented throughout each issue.

## REACH YOUR AUDIENCE

The Avalon Park Sun uses a multi-platform approach to reach your target audience by distributing our issues via print, on-line and social media. Our newspaper is updated dynamically and electronically mailed monthly, with weekly features also sent. The Avalon Park Sun reaches over 60,000 readers monthly.

## DEMO-GRAPHICS



SOURCE: U.S. Census Bureau Data USA



60,000

Email Addresses Monthly  
for Full Publication

100,000

Monthly  
Website Impressions

## SOCIAL MEDIA

\*THESE STATISTICS INCLUDE ALL MARKETS



21,534  
FOLLOWERS



5,426  
FOLLOWERS

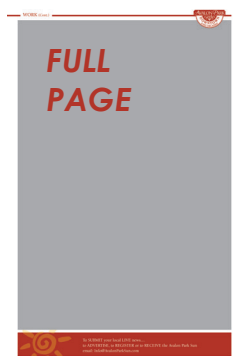


4,100  
VIEWERS

PLUS Weekly Blast Features

## AD SPECS

	in INCHES	in PIXELS
FULL.....	10w x 14.5h	720w x 1044h
1/2 PAGE Vert.....	4.9w x 14.5h	354w x 1044h
1/2 PAGE Horiz.....	10w x 7.2h	720w x 518h
1/4 PAGE.....	4.9w x 7.2h	354w x 518h
1/8 PAGE.....	4.9w x 3.57h	354w x 257h
1/16 PAGE.....	4.9w x 1.76h	354w x 127h
FRONT PAGE Banner.....	8.3h x 1.125	81w x 598h



**Due Dates:** Last Wednesday of each month

**Acceptable formats:** PDF, JPG, PNG. 300DPI.

**Ad Design Fee:** Fees are based on size and content. Please email [Info@AvalonParkSun.com](mailto:Info@AvalonParkSun.com) for more specifics.

**Ad Resize Fee:** \$50

**Article Submissions:** The Avalon Park Sun seeks submissions from the community for news, events and updates. Requests to submit should be sent to [Info@AvalonParkSun.com](mailto:Info@AvalonParkSun.com).





## EDITORIAL CALENDAR

 <b>2021</b>				
<b>JANUARY</b> 01	<b>FEBRUARY</b> 02	<b>MARCH</b> 03	<b>APRIL</b> 04	
<b>NEW YEAR, NEW ME</b>	<b>LOVE IS IN THE AIR</b>	<b>SPRING BREAK</b>	<b>SPRING CLEANING</b>	
<b>MAY</b> 05	<b>JUNE</b> 06	<b>JULY</b> 07	<b>AUGUST</b> 08	
<b>MENTAL HEALTH</b>	<b>SUMMER TIME FUN</b>	<b>AMERICA</b>	<b>BACK-TO- SCHOOL</b>	
<b>SEPTEMBER</b> 09	<b>OCTOBER</b> 10	<b>NOVEMBER</b> 11	<b>DECEMBER</b> 12	
<b>FALL</b>	<b>ARTS &amp; HUMANITIES</b>	<b>GIVING BACK</b>	<b>HOLIDAY SEASON</b>	

## PRINT DATE DEADLINES

### SPRING EDITION:

Print Date: April 1, 2021

Advertisement Reservation Deadline:  
February 1, 2021

Creative Deadline: February 22, 2021

### FALL EDITION:

Print Date: September 1, 2021

Advertisement Reservation Deadline:  
August 1, 2021

Creative Deadline: August 23, 2021



## DIGITAL AD RATES

FULL	\$ 800
1/2 PAGE Horizontal	\$ 400
1/2 PAGE Vertical	\$ 400
1/4 PAGE	\$ 200
1/8 PAGE	\$ 100
1/16 PAGE	\$ 50
BANNER	\$ 150
FRONT PAGE	\$ 1,000
BACK COVER	25% Premium per side
Weekly E-blast Feature & Social Media Story: \$500	

- 10% Discount for 3 inclusions
- 15% Discount for 6 inclusions
- 20% Discount for 9 inclusions
- 25% Discount for 12 inclusions

## PRINT AD RATES

FULL	\$ 1,200
1/2 PAGE Horizontal	\$ 700
1/2 PAGE Vertical	\$ 700
1/4 PAGE	\$ 300
1/8 PAGE	\$ 200
1/16 PAGE	\$ 125
BANNER	\$ 250
FRONT PAGE Banner	\$ 1,000
BACK COVER	25% Premium

10% Discount on total cost if you run in both print editions

Invoices will be sent upon contract and payment will be required before being included in the publication. Invoice will be from Avalon Park Group Management, Inc.



### CONTACT US TODAY

to find out about the best way to reach the local community!

**407.658.6565 | Info@AvalonParkSun.com**  
**AvalonParkSun.com**