

The Sacramento Press
431 I Street, Suite 107
Sacramento, CA 95814

The Sacramento Press aims to rewrite the rules of journalism through community engagement, a hyper-local lens, professional journalists and an army of over 1,800 community contributors to offer reporting and commentary on all news and issues of interest to residents of the city's communities.

Through a powerful website and events and marketing services, our pioneering online media outlet partners with local businesses to advance their brands through sponsorships of community activities. It also provides businesses social networking advisory services. This media kit will show you who we are and what we do. Let's get started!

Sincerely,



Ben Ilfeld



Geoff Samek

The Sacramento Press

2012 MEDIA KIT | sacramento.press.com

Meet Our Partners

RESTAURANT
THIRTEEN

Nugget
MARKETS

MIX
DOWNTOWN



de Vere's
IRISH PUB.

freshii



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CAR WASH
Don't Drive Dirty.com

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SACRAMENTO MUNICIPAL UTILITY DISTRICT
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JEWELRY CO.

downtownsac.org

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MC
ROBERT AND MARGRIT
MONDAVI CENTER
FOR THE PERFORMING ARTS
UC DAVIS

SACRAMENTO
TREE
FOUNDATION

ZÓCALO
A taste of México

THE GOLDEN BEAR

SACRAMENTO
700

CAMELLIA
Symphony
ORCHESTRA

sacramento Ballet

THE Stockton Boulevard
PARTNERSHIP

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FINANCIAL CREDIT UNION
schools.org

MAYAHUEL
TEQUILAMUSEO.COM

FairyTale
Town

ASHA YOGA
discover balance, strength and inner peace

GEREMIA
POOLS
Since 1922

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midtown business association

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Hope Productions™
FOUNDATION

Sacramento Artists Council
Inspire & Cultivate Artists in the Sacramento Region

Spiral Fusion
Broadband+Phone

"One of the many outlets I read for news and information. Happy to have the Press as part of Sacramento's media and business community."

- Mayor Kevin Johnson

"Things I like about the Sacramento Press include the clean layout, the focus on local issues, and the unusually civil tone of the reader comments!"

**- Jeffrey Callison,
Host of Insight on Capital Public Radio**

"The Sacramento Press has been an extremely valuable partner to our agency as we have grown over the last few years. Their online advertising opportunities and the SLOAN platform have enabled our account executives to make the right buys for very targeted audiences. Their team is highly creative and always fun to work with."

**- Trish Moratto
Director of Public Relations & Engagement Services
Augustine & Associates**

"The Sacramento Press has been an invaluable asset to Sacramento Food Bank & Family Services. Their compassion towards the people we serve and enthusiasm for our work has fostered a wonderful relationship. The leadership and staff at Sacramento Press most definitely provided a local flare that has helped increase new volunteers and supporters. The Sacramento Press helped us devise a social media strategy that enabled us to create a variety of channels for donations, public relations and local awareness."

**- Blake Young
President/CEO
Sacramento Food Bank & Family Services**

"The Esquire IMAX Theatre has been a customer of Sacramento Press for over a year. In that time, we have seen our Twitter and Facebook following increase every month. The staff at Sacramento Press is extremely accommodating and creative while continuing to introduce us to new technology."

**- Doug Link
Theatre Director and Senior Consultant
Esquire IMAX Sacramento**

"The Sacramento Zoo values our partnership with Sacramento Press. (The Sacramento Press) staff has been extremely easy to work with. (The Sacramento Press) understands our goals and objectives and (The Sacramento Press) product mix helps us to zero in on our target audience. In today's fast-paced, ever changing media landscape, it's important to find solid avenues to get our message out. (The Sacramento Press) has been that way from the beginning, and we appreciate the time, thought and effort that (The Sacramento Press) put into our campaigns."

**- Roy Kinji
Director of Marketing & Community Relations
The Sacramento Zoo**

"I read The Sacramento Press to get the nuanced perspectives and outside-the-Dome ideas."

**- Senator Darrell Steinberg,
President pro Tem,
California State Senate**

"Sacramento Press is an important resource allowing community members to stay engaged, connected and informed. It is also an opportunity to participate in a meaningful way with current events in our region."

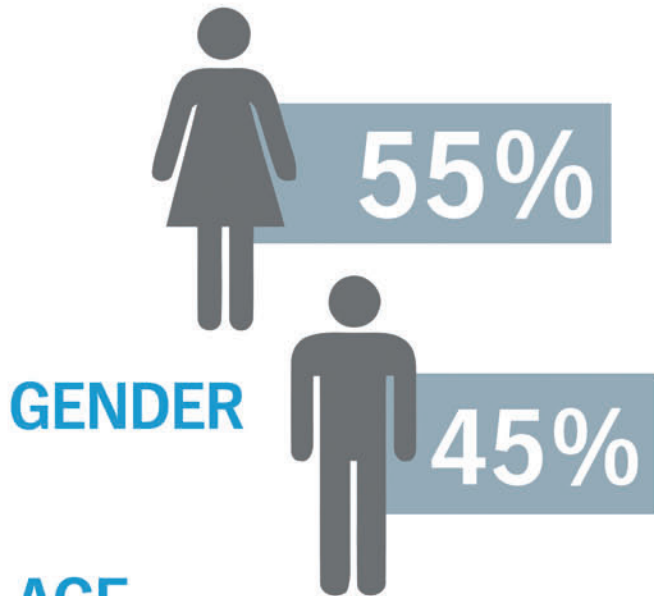
**- Angelique Ashby,
City Council member, District 1**

MONTHLY SITE USAGE

VISITS: 103,253

UNIQUE VISITORS: 76,592

TOTAL PAGE VIEWS: 176,236



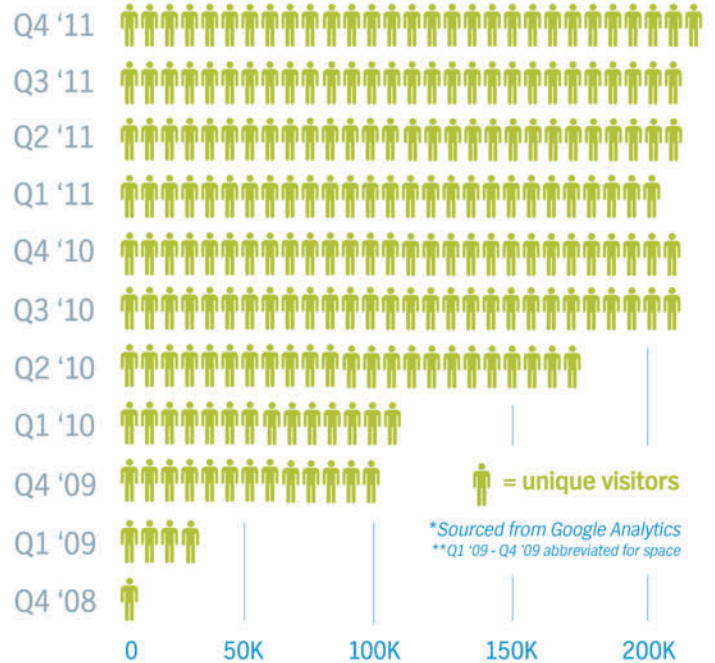
AGE



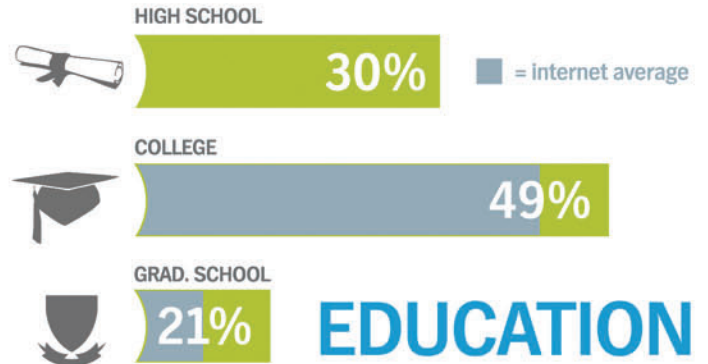
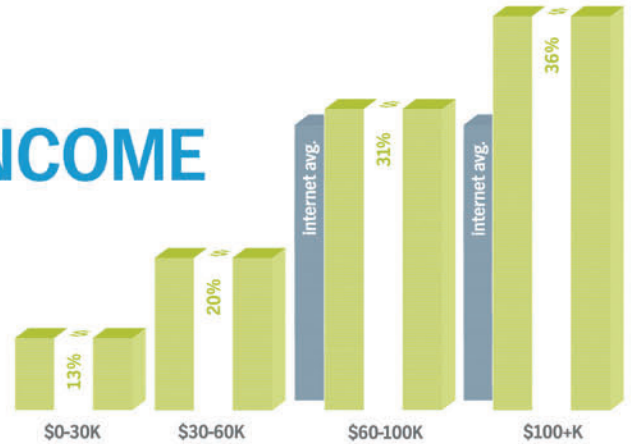
*Sourced from Quantcast

READERSHIP GROWTH

Growth curve represents quarterly readership



INCOME



There is a shift away from traditional media to online advertising that you can measure. For a local advertiser, pricing strategy is critical. It's a competitive decision; Buy advertising you can measure.

All advertising packages are discounted by 2% if pre-paid.

SP1 \$230 | month

discount: 5% \$218.50 | 6 months 11% \$204.70 | 12 months

rectangle

skyscraper

+ FREE GUIDE
"HOW TO LIST YOUR BUSINESS ONLINE"
+ 5 TAGS

SP2 \$385 | month

discount: 5% \$365.75 | 6 months 11% \$342.65 | 12 months

rectangle

full banner

+ LISTING YOUR BUSINESS ONLINE
+ 5 TAGS

button

button mobile

SP3 \$460 | month

discount: 5% \$437 | 6 months 11% \$409.40 | 12 months

med. rectangle mobile

button mobile

button

rectangle

skyscraper

leaderboard

full banner

+ 1 SPONSORED STORY
+ LISTING YOUR BUSINESS ONLINE
+ 5 TAGS

SP4 \$750 | month

discount: 5% \$712.50 | 6 months 11% \$667.50 | 12 months

med. rectangle mobile x2

button mobile x2

button x2

rectangle x2

skyscraper x2

leaderboard x2

full banner x2

+ 2 SPONSORED STORIES
+ LISTING YOUR BUSINESS ONLINE
+ 5 TAGS

SP5 \$1900 | month

1-day homepage takeover: only your ads showing

med. rectangle mobile x2

button mobile x2

button x2

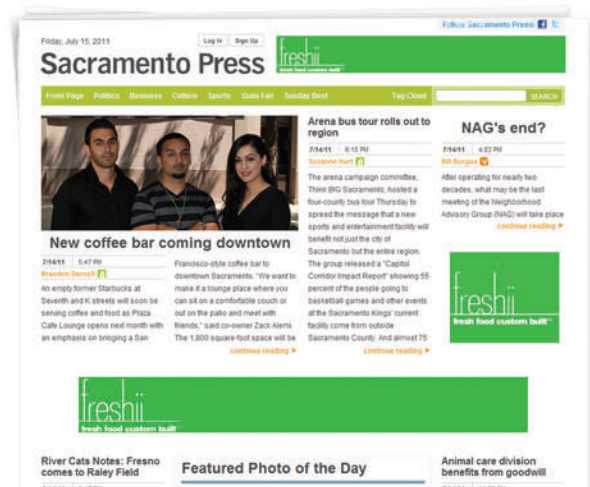
rectangle x2

skyscraper x2

leaderboard x2

full banner x2

+ 1 HR SOCIAL MEDIA CONSULTING &
+ 1 VIDEO SHOT BY AGENCY M
+ 2 SPONSORED STORIES
+ 2 CLICKABLE ADS ON 2 NEWSLETTERS
+ LISTING YOUR BUSINESS ONLINE
+ 10 TAGS




We send out two newsletters every week. Our Weekly newsletter is sent every Tuesday at 10am and our Go.See.Do newsletter is sent every Thursday at 10am. Both are delivered to over 10,500 opt-in subscribers.

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600 x 30



Art of Toys gallery showcases emerging artform

Amy Wong
Not all kids have to tell their friends they can't play with their mothers' toys. For Terri Rehg, the gallery owner of Art of Toys in downtown Sacramento, that was exactly the case when her daughter was growing up. "She understood (some of) the toys in the house weren't her toys," Rehg said. "But for her to teach her friends that they weren't allowed to touch the toys because they were her mother's - that was always a hard concept." Rehg said that her toy art gallery is the only one in Northern California of its kind that sells toys as art. She specializes in selling one-of-a-kind toy art by artists across the country. [continue reading >](#)

NBA Draft party in Folsom

David Alvarez
At the 2011 NBA draft, Commissioner David Stern came to the microphone, during the ESPN televised event, to announce the 7th overall pick of the draft. Stern said, "With the 7th pick in the 2000 and 11 draft, the Sacramento Kings select Bizmac Binbo from the Democratic Republic of Congo." The crowd reaction at Hacienda Del [continue reading >](#)

L Street Goodwill opens

Pembe Sonmez
A new "boutique" Goodwill store has opened its doors on L and 16th Streets, offering area shoppers a well organized, eco-friendly retail experience and deals on merchandise like books, lamps, shoes and purses. Store manager Noelle McCreary said the L Street location is unique in that its stock is handpicked from Goodwill locations across the country. While other Goodwills accept and sell most all donations, a [continue reading >](#)

Saturday, June 25

Heac Gonzalez
These could have been taken on any given day in Sacramento. On Saturday, June 25th, 2011, while I was driving home from the Downtown Plaza, I decided to [continue reading >](#)

DealTicket
FEATURED DEAL

Only \$7 for \$16 at Red Lotus Kitchen & Bar

Are you an avid Dim Sum enthusiast in search of fantastic small plates that will keep you coming back for more? [Red Lotus Kitchen & Bar](#) encourages you to indulge in their contemporary Asian-fusion restaurant. Their menu celebrates Chinese Dim Sum, refreshing it with ingredients from many other Asian cuisines. Red Lotus is now open for lunch - offering a variety of Dim Sum, small plates, rice and noodle bowls, soups and salads. [Buy Here >](#)

600 x 100

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Sacramento, CA
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PRICING & PLACEMENT

Every send includes two ad units in both newsletters

TWO NEWSLETTER SENDS
\$400 | 1 week commitment

FOUR NEWSLETTER SENDS
\$600 | 2 week commitment

DEADLINES

RESERVATIONS
Thursday by 5pm

ART DUE
Monday by 10am

FILE FORMAT
JPG up to 60KB

Slots are limited. Contact your rep to reserve early!

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GO.SEE.DO. Sacramento Press

A QUICK LOOK AT EVENTS IN SACRAMENTO June 30 - July 6, 2011 Sign up to receive updates? Forward to a friend?

Friday is the first day of July and for the Sacramento area that means it's time for Shakespeare, the Folsom Pro Rodeo and Cal Expo's fireworks extravaganza. Sit back and enjoy "The Taming of the Shrew" or "As You Like It" as plays were originally performed - outdoors. The Sacramento Shakespeare Festival runs all month at the William A. Carroll Amphitheatre in Land Park. Turn off the TV if you've been watching "ABC" or "Dogtown." Watch b-boys battle it out live Saturday at The Great America Jam in West Sacramento. Learn a thing or two about Z-Boys while you explore the Nathan Pratt-curated skateboarding exhibit at The California Museum, which opens Saturday. Have a safe and happy Fourth of July! Click below for more details on events happening this week.

140 x 660

July 1 - 3
Folsom Pro Rodeo
Dan Russell Arena

July 1 - 31
Sacramento Shakespeare Festival
William A. Carroll Amphitheatre
3901 Land Park Drive

DealTicket
for the weekend

Red Lotus Kitchen & Bar
Only \$7 for \$16 worth of food! [BUY NOW \\$7](#)

July 2
The Great American Jam Dance Battle
Cotlands West Sacramento Teen Center
1541 Merkey Avenue

July 2
The Cash Prophets
Blue Lamp
1400 Alhambra Boulevard

July 2 - Ongoing
Riding Concrete: Skateboarding in California
California Museum
1020 O Street

July 4
Sacramento Independence Day Celebration
Cal Expo
1600 Exposition Boulevard

July 6 - 17
World Masters Athletics Championships
A.G. Spanos Sports Complex
6000 J Street

370 x 162

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Agency M is a full-service digital media agency with an expertise in building online communities through social media, website development and digital media buying.

LISTEN, BUILD AND ENGAGE ONLINE SOCIAL MEDIA ENGAGEMENT SERVICES

\$925 | month

20% discount for Sacramento Press advertisers

- Initial audit of current online presence. Build or update your social media profiles on platforms essential to your brand.
- Creation of content calendar for staff and content creation (including photos and videos).
- Consultation on integrating social media call outs with your other marketing, advertising and communication pieces.
- Online marketing of your events.
- Engagement with followers.
- Creation of posts that are individual and unique to your brand, promotion of business and community updates, commentary on related industry news and developments and/or personal reflections or ideas.
- Management of online contests.
- Highlighting others in the community that line up with your brand (and strategic cross marketing with those targets in effort to leverage their fan base).
- Outreach to specific niche influencers to share/promote your videos/photos.
- Marketing analysis (what are people saying about you online?).
- Regular reporting includes summary of content and engagement highlights.



WEBSITE DEVELOPMENT

We will build and/or customize your website to showcase your business/brand. Prices vary per website.

DIGITAL MEDIA BUYING

We will build, maintain and track your digital media ads. Prices vary depend on campaign and ad type.