

SOUTH SEATTLE  
**EMERALD**

**2021  
MEDIA KIT**



## WHO WE ARE

**Nonprofit, hyperlocal, Black-led media, amplifying the authentic narratives of South Seattle.**

## OUR READERS

Unlike advertising in regional publications, advertising with the Emerald connects you with the very people driving and walking past your door every day. South Seattle residents value shopping, dining and supporting hyperlocally. **You can take your message directly to your local audience.**

## OUR STATS

 **200,000+**  
average website  
views per month

 **1,300+**  
Weekly email  
subscribers -  
*open rate well over  
industry average*

 **29,000+**  
Social media followers  
*Facebook, Twitter, Instagram*

*data as of Jan. 2021*

## OUR RATES

**We do not believe in long contracts or excessive costs** and understand that many of our advertisers are small businesses and organizations with limited funds.

Advertising with the Emerald is not only a way to support the organization, but to amplify shared causes and businesses we believe in.

Discounts are available for bulk orders and nonprofits. For more information, contact [ads@seattleemerald.org](mailto:ads@seattleemerald.org)

### WEBSITE AD

Your hyperlinked ad graphic will run daily in one of the featured locations on our website for the entire month

☆ **Only \$300/month**

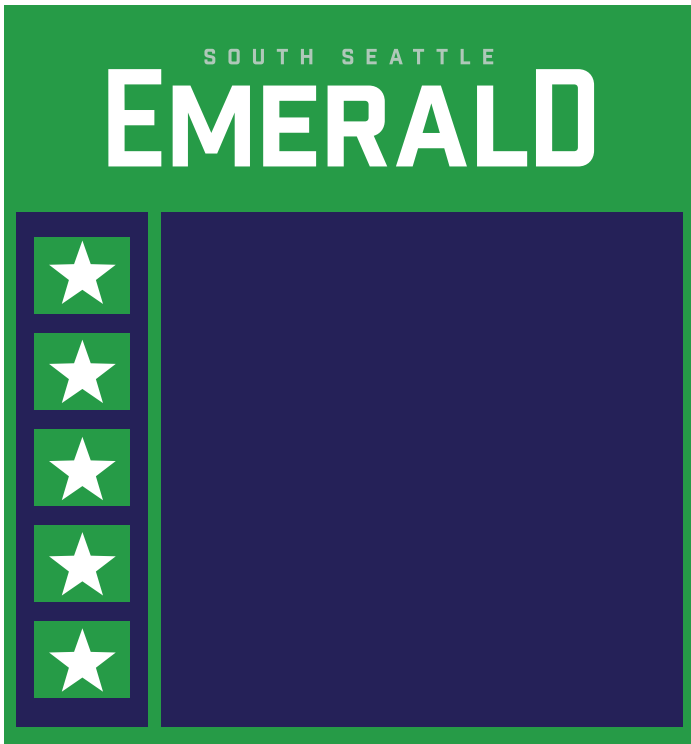
### E-NEWSLETTER AD

Your hyperlinked ad graphic prominently placed in our popular Weekly Round-Up Newsletter email

☆ **Only \$90/week**

SOUTH SEATTLE  
**EMERALD**

**2021  
AD SPECS**



**WEBSITE AD**

Your hyperlinked ad graphic will run daily in one of the featured locations on our website for the entire month

- JPG or PNG graphic
- 175px W x (max) 300px H

**E-NEWSLETTER AD**

Your hyperlinked ad graphic prominently placed in our popular Weekly Round-Up Newsletter email

- JPG or PNG graphic
- 600px W x (max) 250px H

**NOTE:** Ad may not contain political advertising of any kind or inappropriate content  
*(We reserve the right to refuse any advertising we deem inappropriate or that do not align with our values)*

 **READY TO ADVERTISE WITH US?**

Please complete our brief online application: [SeattleEmerald.org/Contact](https://SeattleEmerald.org/Contact)