

SOUTH SEATTLE  
**EMERALD**

**2022  
MEDIA KIT**



## WHO WE ARE

**Nonprofit, hyperlocal, BIPOC-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

**1,900+**  
Weekly email  
subscribers -  
*open rate well over  
industry average*

**36,200+**  
Social media followers  
*Facebook, Twitter, Instagram*

*data as of Jan. '22*

## 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 available for bulk orders and grassroots community organizations. For more info, 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 \$360/month**

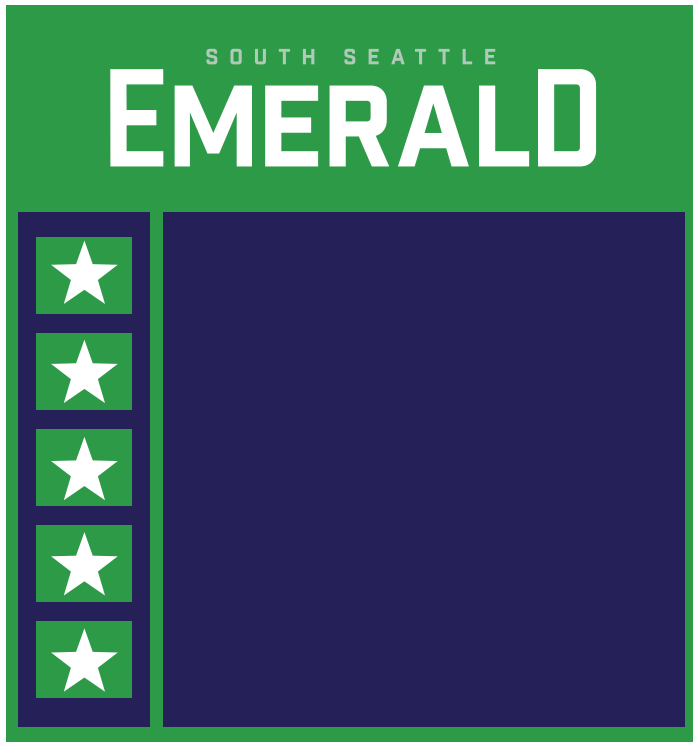
### E-NEWSLETTER AD

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

☆ **Only \$100/week**

SOUTH SEATTLE  
**EMERALD**

**2022  
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)