

DELTA

M A G A Z I N E



2020 Digital Media Kit

DELTA

M A G A Z I N E

Digital

Bi-weekly e-newsletter

- First and third Wednesdays each month
- Linked back to advertiser website
- 2 size options: square or rectangle
- \$100 or \$200 per newsletter

Sponsored Content Newsletter

- One e-newsletter mailing per advertiser, per issue
- Multiple social media shares for length of issue
- Advertiser provides video (Vimeo or YouTube) and/or high resolution images and 2-3 paragraphs
- Linked back to advertiser website
- \$800 per issue

Website Ads

- \$250 small banner 300x50; placed in sidebar
- \$350 medium rectangle 300x250; placed in sidebar
- \$450 leaderboard 728x90; placed within content
- \$550 skyscraper 300x600; placed in sidebar
- Linked to advertiser website



BUNDLE: Print + digital option 10% discount



10,100



10,100



1,370

30,000

opt-in
subscribers

DELTA MAGAZINE

The Edit

A CURATED GUIDE TO DELTA LIFE



Duck Season: Over but not Forgotten

You would be hard-pressed to find anyone who doesn't love good popper recipe. They are hard to mess up because the simple truth is that almost anything wrapped in bacon and thrown on the grill is going to be pretty damn good. And if it's bathed in Hoover sauce, which originated right here in the Delta, it'll be that much better. So if you are lucky enough to have a few packages of duck from this year's harvest—and we DO mean lucky, as it was widely reported that numbers were down this season—try our Duck Poppers recipe. The good news is that if you're low on duck a slice of venison will do nicely as well!



Rectangle

Square

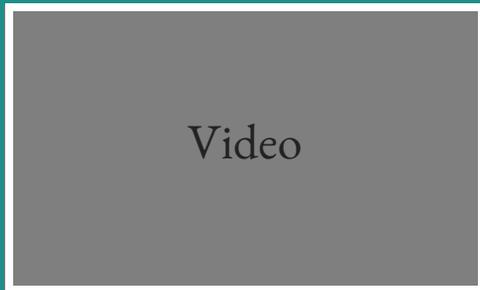
- First and third Wednesdays each month
- Linked back to advertiser website
- Ad or materials due one week before scheduled run date
- \$100 per newsletter for square size: 300 (w) x 250 (h)
- \$200 per newsletter for rectangle size: 600 (w) x 400 (h)

Sponsored Content E-Newsletter



Sponsored Edition

EXAMPLE



Provide 1 video and 2-3 paragraphs (up to 500 words) of information pertaining to company and/or product or event.

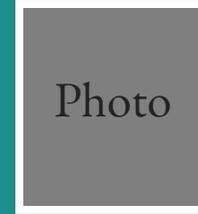
This will be linked back to advertiser website.

Materials due one week before scheduled run date.



Sponsored Edition

EXAMPLE



Provide 2-3 high-resolution photos and 2-3 paragraphs (up to 500 words) of information pertaining to company and/or product or event.

This will be linked back to advertiser website.

Materials due one week before scheduled run date.



- One e-newsletter mailing per advertiser, per issue
- Multiple social media shares for length of issue
- Advertiser provides video (Vimeo or YouTube) and/or high resolution images and 2-3 paragraphs
- Linked back to advertiser website
- \$800 per issue

Website Ad Options:



Box

300 (w) X 250 (h)

Small Banner

300 (w) X 100 (h)

Skyscraper

300 (w) X 600 (h)

- \$250 small banner 300x50
- \$350 box 300x250
- \$450 leaderboard 728x90
- \$550 skyscraper 300x600
- Linked to advertiser website
- Website ads will be featured in sidebar of interior pages;
Leaderboard placed within specified content
- File Formats: PNG, JPEG, GIF
- No Flash or HTML files
- Ad or materials due one week before issue is released
- Ad to run for length of issue (2 months)

Large Leaderboard

728 (w) X 120 (h)