



Peekskill Herald

SPONSORSHIP GUIDE

WHO WE ARE

We are the critical news source for the people who live in, work in, and care about, the Peekskill area.

IF YOU ARE IN **PEEKSKILL**,
YOU GIVE A DAMN
ABOUT US.

WEBSITE

- + **85,000** monthly page views

DATABASE

- + **1,170** e-mail subscribers
- + **59%** open rate

SOCIAL MEDIA

- + **13,500** engaged followers, over **three** brand accounts

Support local journalism.

www.peekskillherald.com

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BUILD LOCAL TRUST *by* ALIGNING WITH OUR BRAND



PH

HOME PAGE *digital ads*

Leaderboard	Top of the home page, prominently above the PH masthead 720x90 px	\$400/week
Sidebar	Right-hand side of home page, above Exurbanist Weekender calendar 300x250 px	\$500/month
Footer	Bottom of home page 720x90 px	\$200/week

NEWSLETTER *digital ads*

The PH Daily Messenger	Top of our daily news round-up newsletter, e-mailed every morning to entire PH database 720x90 px	\$800/month, sent daily
The PH Exurbanist Weekender	Top of the weekend entertainment newsletter, e-mailed Thursdays to Weekender database 720x90 px	\$500/month, sent weekly

SPONSORED *content*

Sponsored Feature Article	Different options available, including social media and Spanish-language translation	contact for details
Business News Brief	Your business news included in our weekly news roundup, "Newsworthy Notes", posted Mondays	\$100/article inclusion (+\$100/social media)

SOCIAL MEDIA *partnership*

The Peekskill Weekender (event guide) Sponsorship	Sponsorship recognition for Peekskill Weekender, featuring business logo, across Exurbanist social media and home page	4 weekends, \$500/month
The PH Exurbanist Paid Partnership post	Our creative team will produce a permanent Instagram/Facebook post promoting your business on our lifestyle account	\$500/post
Collaborator Tag	You will be tagged as a co-creator on a relevant post, connecting you to our followers and posting our content to your feed	\$100/tag