

Pathway to Victory

How We Help You Reach Young Voters

For one low price: \$950

Print • Digital • Social Media

PRINT MONTHLY PRINT • E-EDITION



DIGITAL NEWSLETTER • WEBSITE • EBLAST



SOCIAL MEDIA



Young Voters Matter

Bayou Beat News has something for everyone, but our main readers are the 70s and 80s babies of the hip hop and the Dirty South's "chopped and screwed" generation. These readers are professional, socially conscious, vote, and are "living their best lives" with focus on parenthood, traveling and spending.



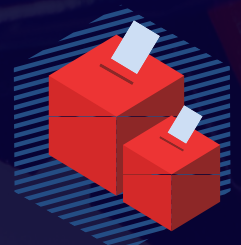
Bayou Beat New's Election Advertising Special includes:

1. 1/4 Page AD in Bayou Beat Newspaper
 2. Rotator AD on Bayou Beat Website with Q&A write up article
 3. Rotator AD in Bayou Beat eNewsletter
 4. eBlast your political Flyer
 5. Social Media posts and tweet on Bayou Beat social media platforms
- **Additional Print Advertisement Opportunities Available Upon Request

Bayou Beat
Bringing that 'Southern Love' to your daily news coverage

800-608-9096 - info@bayoubeatnews.com

www.bayoubeatnews.com



Election Special Bundle \$950

Here's what you get...

PRINT • DIGITAL • SOCIAL MEDIA

1 1/4 Page Ad BAYOU BEAT NEWSPAPER (BBN)

Position Type	AD Specs	Rate
Quarter Page	4.75 x 6.25in.	Included

• Please provide high resolution (300dpi) PDF, CMYK, and flattened files when sending ads for print publication.

4 Rotating Top Banner BAYOU BEAT E-NEWSLETTER

Position Type	AD Specs	Rate
Top Banner	1250 x 396	Included

*Provide 72dpi resolution as JPEG, PNG, and No GIF Animation. External links are allowed.

2 1/4 Page Ad [same ad] BAYOU BEAT E-EDITION

Position Type	AD Specs	Rate
Quarter Page	4.75 x 6.25in.	Included

• We use the same advertisement from the print version of BBN in the e-edition

5 Single Flyer BAYOU BEAT E-BLAST

Position Type	AD Specs	Rate
Single Flyer	5in. x 7in.	Included

Use eBlast with branded content to engage targeted audiences.

• Digital ads should be in RGB format (JPG, PNG, GIF). Please also include your external click-through link.

3 Q&A Article BAYOU BEAT WEBSITE

Rate
Included

We send over a Candidate Questionnaire with our subscribers' top questions. We then post the profile article on our Website.

* We will also include candidate's headshot with the article.

6 Post, Tweet BAYOU BEAT SOCIAL MEDIA PLATFORMS

Position Type	AD Specs	Rate
Facebook, Twitter Instagram	Post & Tweets	Included

Our social media can target audiences.

• Social media ads should be in RGB format (JPG, PNG, GIF). Please also include your external click-through link.



Everything

you need to help win your
campaign in **5 MINUTES**

Additional Advertising Opportunities

PRINT

BAYOU BEAT NEWSPAPER

Position Type	AD Specs	Rate
Full Page	9.75 x 14 in.	\$2,500/Month
Back Full Page	9.75 x 14 in.	\$3,000/Month
Center Spread (Double Truck)	20.5 x 14 in.	\$4,000/Month
Half Page	9.75 x 6.25 in.	\$1,250/Month
(Vertical or horizontal)	6.75 x 14 in.	\$1,250/Month
Quarter Page	4.75 x 6.25 in.	\$625/Month
Classified Display	4.75 x 3.25 in.	\$325/Month
Front-Page Feature Article		\$3,000/Flat Fee

- Please provide high res PDF CMYK files when sending ads, 300 dpi.
- All black types should be (*Black only*)
- Web ads should be RGB format (.JPG, PNG, GIF)

SOCIAL MEDIA MARKETING | \$100ea post or tweet

\$100 per post on BBN's Social Media platforms
\$2,000+ per month to manage your social media marketing accounts

FACEBOOK, TWITTER, INSTAGRAM

Campaigns targeted by age, gender, ethnicity, location and other filters.

DIGITAL

E-NEWSLETTER BANNERS

Newsletters keep people engaged with your brand. Share articles or videos, let people know about new products or promotions or invite them to events.

Space reserved on a first-come basis: Material accepted JPEG, GIF, and GIF Animated. There are three (3) standard banners sizes:

Position Type	AD Specs	Rate
Top Banner:	776 x 208	\$150.00
Bottom Banner:	776 x 208	\$150.00
Sponsored Content	(with external link)	\$75.00

E-BLAST MARKETING | \$300 ea or 3x \$550

Use electronic newsletters with branded content to engage targeted audiences. Content and Click-through URL links supplied by the client or a customized design rate \$75.00 applied. Frequency discounts available

Deadline: Two weeks prior to the launch date.

Snapshot of Our Readers

Website

500k
Avg monthly reach

Print

22.5k
Circulation

eEdition

25k
Monthly Reads

eBlast

16k
Subscriptions

