

# The Valley Reporter

## Newsletter advertising

### Native text advertising

- 35 Letter Title
- 50 words

Can contain links, email, phone numbers.  
Set off in a beige background.

The benefit of native newsletter advertising is that it displays in all email formats, even plain text. Beneficial if viewer has images turned off.

#### **Cost:**

For advertisers who have an ad running in the weekly printed paper: \$10/wk.  
(2-newsletters-Tuesday & Thursday)  
For newsletter-only advertising, cost is \$20/wk.  
(2-newsletters-Tuesday & Thursday).

### Display advertising

600px X 175px jpeg, can be linked to URL of choice.  
300px X 250px jpeg, can be linked to URL of choice.

#### **Cost:**

For current The Valley Reporter advertisers display ads are \$20/wk.  
(2-newsletters-Tuesday & Thursday).  
For newsletter-only advertising, cost is \$40/wk.  
(2-newsletters-Tuesday & Thursday).