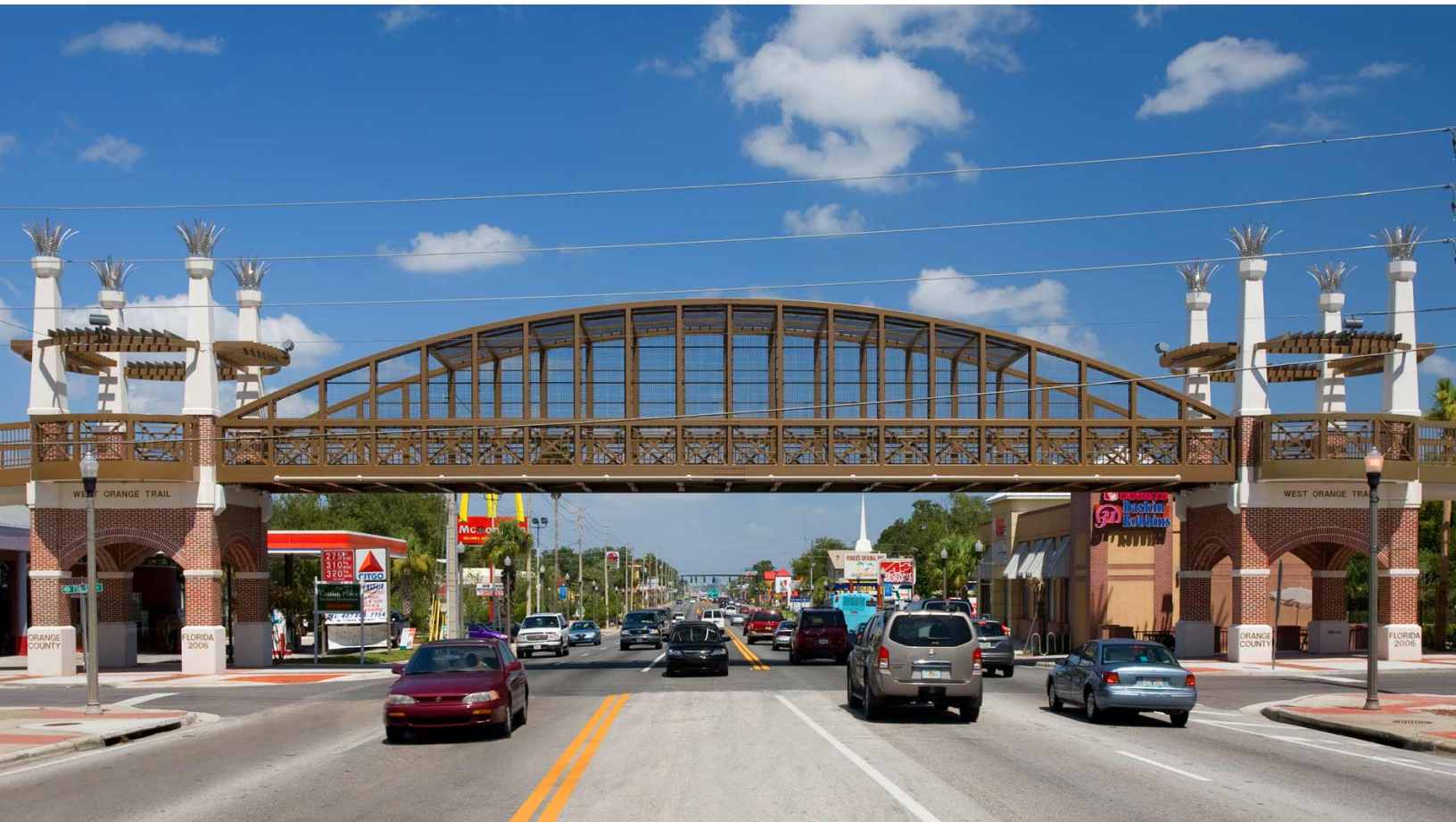




THE APOPKA VOICE

News that engages to make a difference

2022 MEDIA KIT



The Apopka Voice is the first draft of local news. Our mission is to inform, engage, and inspire to make a positive difference in the community.

We provide advertising, sponsorship opportunities, and a host of digital marketing services customized to your local business.

We look forward to serving you soon.



CONNECTING BUSINESS & COMMUNITY

Our unique approach to connecting businesses with community members in the digital environment adapts to proven, effective marketing strategies. We use mobile-first tactics designed to reach potential customers in the fast-changing ways they communicate.

A UNIQUE & POWERFUL MARKETING STRATEGY

We customize a results-oriented 4-prong combination of strategically placed digital ads, high integrity, relevant articles, targeted, daily e-newsletter delivery, and powerful, local social media connections. This creates top-of-mind awareness, hyper-local content, display advertising and ease-of-use that engages consumers & converts them into customers

BUSINESSES WE HAVE WORKED WITH

AdventHealth; Orange County Government; Lake Apopka Natural Gas District (LANGD); Baptiste Orthodontics & Dentistry for Kids; U.S. Rep. Val Demings; Fox Valley Farm & Hopyard; State Farm Insurance Agent Shren Yeager; Central Florida Community Arts; Apopka International Arts Festival; Orange County Commissioner Christine Moore; Farmer's Insurance Agent Skip Strohm; Apopka Commissioner Elections Campaigns of Doug Bankson, Kyle Becker, Diane Velazquez, and Alexander Smith; City Council candidate campaigns, and more

750 thousand
Page views in the past year,
62,500 views per month

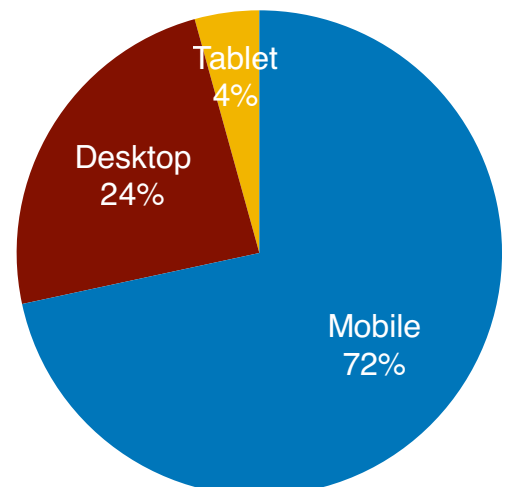
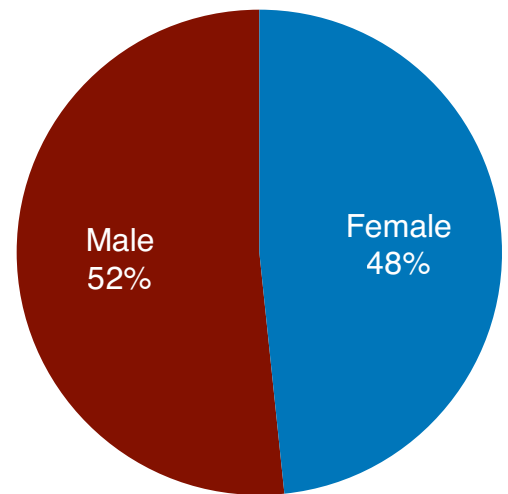
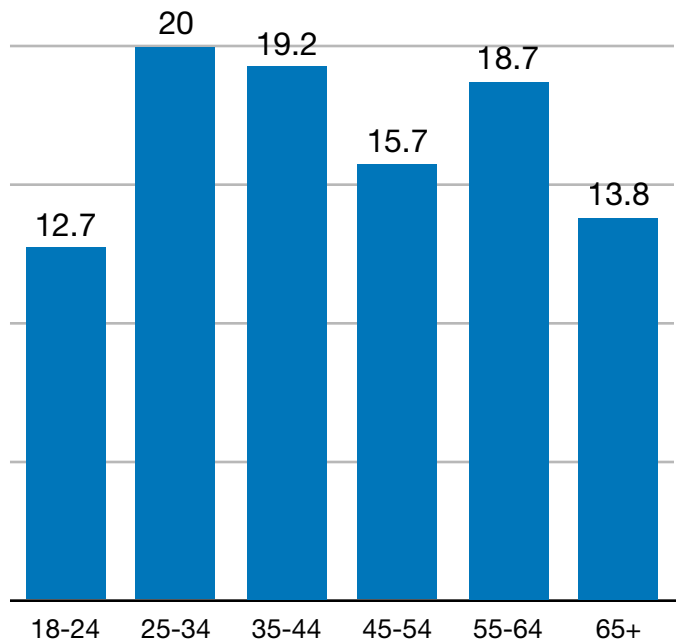


7300+
Facebook followers



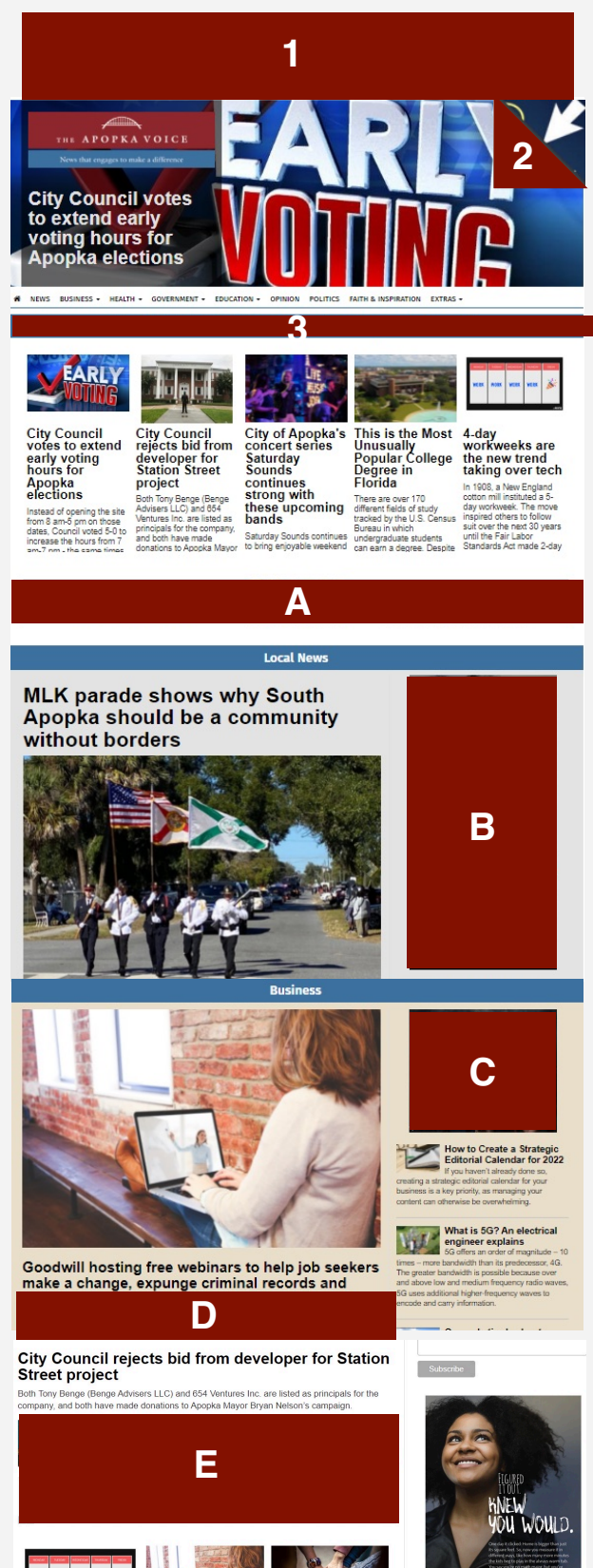
5100+
Newsletter subscribers

Stats at a Glance



Advertising Sizes & Positions

- 1** **TOP BILLBOARD 1120x250**
Limited availability
- 2** **PAGE PEEL corner tease**
opens to **600x600** Limited availability
- 3** **PENCIL AD 1120x40** opens to **1120x340** Limited availability
- A** **FULL WIDTH LEADERBOARD 1120x90**
Full run-of-site
- B** **SKYSCRAPER 300x600**
Full run-of-site
- C** **BILLBOARD 300x250**
Full run-of-site
- D** **LEADERBOARD 728x90**
Full run-of-site
- E** **DOUBLE LEADERBOARD 728x180**
Full run-of-site



Our ads are “run-of-site” to give you maximum exposure, rotating in multiple positions throughout entire site, with “click-through” abilities that net higher than average CTR rates.

“Working with The Apopka Voice is a phenomenal business relationship. LANGD has been a customer with The Apopka Voice since 2016 and they provide good business to business advertising prices. To have digital ads rotate on the site allows our name and brand to have a visible, consistent presence to the over 60,000 readers. We like the fact that consumers can get our information right at their fingertips via any electronic device. When we have something we need published immediately, we turn to The Apopka Voice. Thank you for making our brand and services known in Apopka and the surrounding area.” **Lake Apopa Natural Gas District**

Digital Media & Marketing Solutions

1

COMMUNITY CONNECTION \$275/month

Build community connection through daily e-newsletter & social media.
1 ad in daily e-newsletter; 2 social media ads (FB & IG) per month

2

RUN-OF-SITE BRANDING EXPERT \$395/month

Build strong brand awareness by adding 24/7 targeted display ads.
Includes: ALL of previous pkg PLUS (4) digital ads on website (Ads A-D), & (2) additional social media ads (FB & IG) per month

3

PREMIUM STRATEGY \$575/month

Build trust in the community as an expert in your field. **Includes: ALL of previous packages PLUS (4) articles published on website, shared in newsletter and across all social media channels, PLUS Ad (E)**

4

HOMEPAGE HIGH PROFILE AD \$325ea./month

Grab attention first with high profile homepage ads. Only 3 available!
TOP BILLBOARD: 1120x250; anchored to top of homepage
CORNER PEEL: 150x150 opens to 600x600; anchored on homepage
PENCIL AD: 1120x40 opens to 1120x340; anchored to homepage

5

EXCLUSIVE MAIN PAGE HIGH END AD \$250ea./mos

Get top billing with exclusive and high end ads on main navigation pages.
TOP BILLBOARD: 1120x250; anchored on a main page
CORNER PEEL: 150x150 opens to 600x600; anchored on a main page
PENCIL AD: 1120x40 opens to 1120x340; anchored on a main page

OUR COMMITMENT TO, WITH, AND FOR APOPKA

The Apopka Voice is committed to helping support the work of local charities that strengthen this community and its residents. To that end, every month we select an Apopka non-profit and provide the following:

- 15% of every local advertising dollar for that month is donated to them
- One month of the Premium Strategy ad pkg. (\$575 value)
- Graphic design services for their ads if needed (\$50 value)
- We also write an article spotlighting the accomplishments & needs of the non-profit