

REACH LOCAL PEOPLE HERE

Source Media Properties Media Kit

LAST UPDATED: November 2020

richland
source

ashland
source

knox
pages



SOURCE**BRAND**SOLUTIONS

419-610-2100 | sales@sourcebrandsolutions.com

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HELLO!

We're a local team of creative thinkers and innovators dedicated to serving businesses just like yours. You can scan this media kit for our traditional advertising opportunities, or propose and outside the box partnership.

As you take the time to read through our services and solutions, we encourage you to ask questions and reach out to us in person. We look forward to sharing your message with a local audience and ever growing community!

With the added benefit of our digital marketing agency Source Brand Solutions, we can create a customized marketing strategy for your company.

Here's to your success,

The Sales Team

419-610-2100

sales@sourcebrandsolutions.com

Digital display ads across our local news sites are

**CLICKABLE, HIGHLY VIEWABLE,
SERVED ACROSS MULTIPLE
PLATFORMS & DESIGNED FOR
AWARENESS AND ACTION!**

THE DETAILS

DURATION: Display ads perform best in predetermined “flights.” We recommend flights of 14 days, 30 days, 90 days, 6 months to a year.

SIZE: 300x250, 970x250, 728x90, 320x50, 1920x600, 300x600 and 800x250

FORMAT: JPEG, PNG, GIF, YouTube Video, HTML5 (Anchor/Site takeover excludes HTML5)

REPORTING: We'll provide monthly performance reports and be available to discuss results.

CPM (COST PER THOUSAND IMPRESSIONS): Between \$7 and \$15 depending on the platform and position. See specific rates on p. 5-7.



We use Google Ads manager to ensure the best delivery, most compliant ads and best reporting the industry has to offer.

You can browse our packages and place an order online now!

[SHOP PACKAGES](#)

Featured within articles.
Highest engagement and best
exposure for your event,
business or organization.

IN-ARTICLE



GIVE THEM
A BIG
MOMENT



RICHLAND
ACADEMY
OF THE ARTS

EXPLORE CLASSES



Richland Source: \$10 CPM | Ashland Source and Knox Pages: \$7 CPM

LEADERBOARD

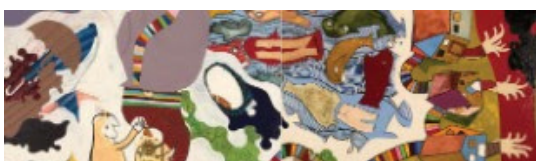
Featured at the top of a page and valuable for brand awareness.



Richland Source: \$10 CPM | Ashland Source and Knox Pages: \$7 CPM

Featured at the bottom of every
user's screen. Delivers high
impact and strong click-through
rates. Often 1-3 day placements.

ANCHOR



MANSFIELD ART CENTER
CONTEMPORARY SELECTIONS FROM
THE ROY GOTTLIEB COLLECTION
January 26 – February 23

VISIT

Richland Source: \$300/day | Ashland Source and Knox Pages: \$200/day

TAKEOVER

Loads on every site page, but optimized for user experience.
Valuable for maximum impact, reach and CTR (click-through-rate).



**It's an uncertain time.
We're here to help.**



Parr Insurance

[TALK TO A PERSON](#)

An advertisement for idea+works. On the left, a woman is working at a desk. On the right, two men are in a meeting, gesturing towards a whiteboard covered in sticky notes. The text 'idea+works' is prominently displayed in the center, with 'Co+Work | Co+Cook | Podcast' underneath. A purple button with the text 'SEE HOW IT WORKS' is on the right. The tagline 'Go ahead. Launch the next big thing.' is on the left.

idea+works
Co+Work | Co+Cook | Podcast

Go ahead.
Launch the next big thing.

[SEE HOW IT WORKS](#)

An advertisement for Old Carolina Barbecue Company. On the left, bold yellow text reads 'BBQ SO GOOD THAT EVEN 2020 CAN'T RUIN IT.' Below it is a yellow button that says 'ORDER NOW'. In the center is the company logo, which includes the text 'Old Carolina ~ Barbecue Company ~' and 'Original barbecue. Authentic taste.' On the right is a close-up photograph of a large, juicy pulled pork sandwich on a bun.

**BBQ SO GOOD
THAT EVEN 2020
CAN'T RUIN IT.**

ORDER NOW

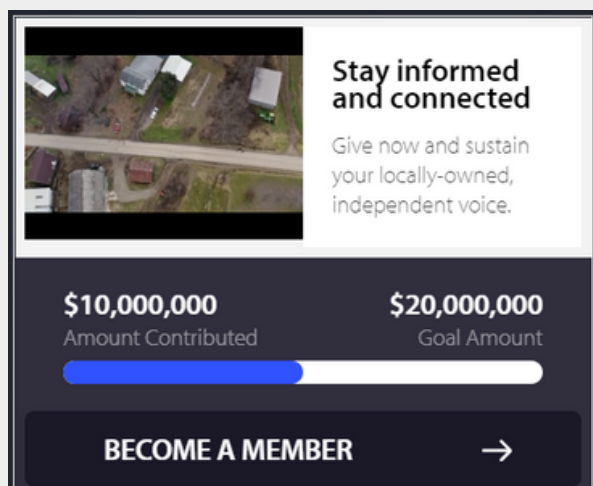
Old Carolina
~ Barbecue Company ~
Original barbecue. Authentic taste.

Richland Source: \$15 CPM | Ashland Source and Knox Pages: \$12 CPM

NEW AD FORMATS

Are you looking for a more compelling advertising solution? Try one of our new formats that are not widely seen on local news sites. Set yourself apart from your competitors with fundraising, video, slideshow, cube, coupon and countdown ads. Examples show a 300x250 size, but ads are available in size 970x250, 728x90, 320x50, 1920x600, 300x600 and 800x250.

FUNDRAISING YOUTUBE AD



Raise funds for a good cause with a YouTube video integration. Excellent for nonprofits or community organizations.

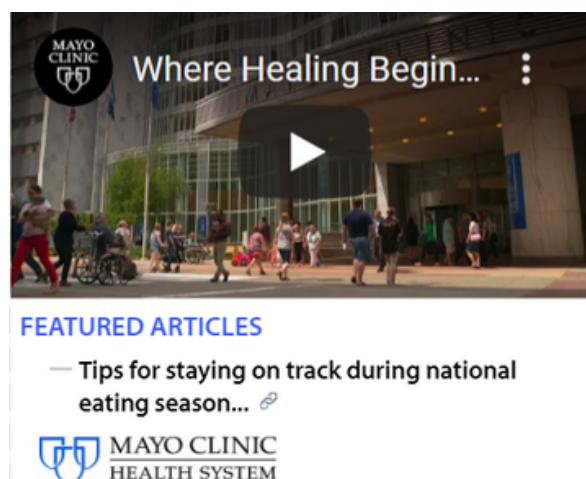
[Interact with ad](#)

Richland Source: \$10 CPM | Ashland Source and Knox Pages: \$7 CPM

ARTICLE YOUTUBE AD

A highly engaging and informational unit that displays a YouTube video and several links to external articles, as well as branding and social options. Excellent for healthcare and other industries who wish to tell a story or demonstrate expertise in a way that traditional ads struggle to do.

[Interact with ad](#)



Richland Source: \$10 CPM | Ashland Source and Knox Pages: \$7 CPM

NEW AD FORMATS CONT.

REAL ESTATE SHOWCASE



121 East Rd

Breathtaking views: if you have been searching high and low for a North Lake Tahoe cabin that blends mountain charm with geom flair, look no further!

Real estate agents have a way to create eye-catching ads that promote their most important properties. This stylish design puts pertinent property information front and center. We'll give you access to easily update ads with new images and property information on the fly, with large photos used to generate interest and encourage user engagement.

[Interact with ad](#)

Richland Source: \$10 CPM | Ashland Source and Knox Pages: \$7 CPM

AUTOMOTIVE SHOWCASE

Promote your most important vehicles. This design that puts pertinent vehicle information front and center. We give you access to easily update ads with new images and vehicle information on the fly.

[Interact with ad](#)



2019 Cruze

You've got places to go, people to see and lots on your to-do list. What better sidekick than the new 2019 Cruze? It's the sporty compact car that's up on tech, impressively efficient and rocking an updated look.

Richland Source: \$10 CPM | Ashland Source and Knox Pages: \$7 CPM

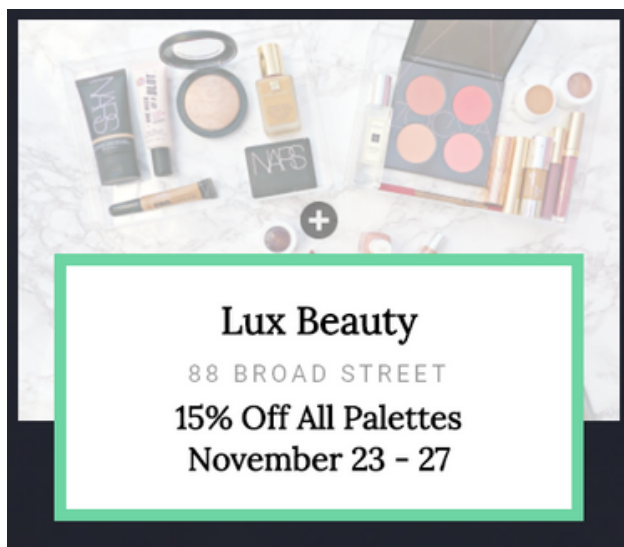
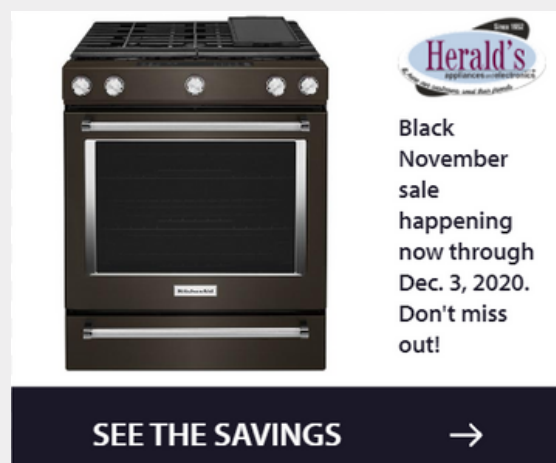
NEW AD FORMATS CONT.

AMAZING CUBE

Display 6 images and captions in a slick rotating cube. The Amazing Cube ad format is great for capturing attention.

[Interact with ad](#)

Richland Source: \$10 CPM | Ashland Source and Knox Pages: \$7 CPM

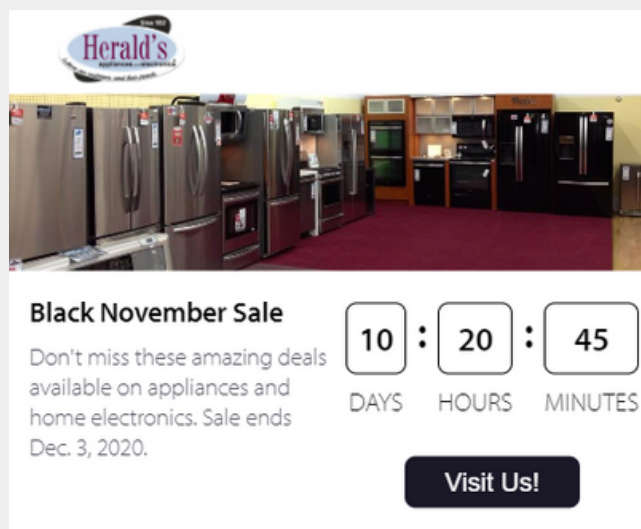


Richland Source: \$10 CPM | Ashland Source and Knox Pages: \$7 CPM

COUPON

Promote a sale or event. Users can be redirected to a mobile-friendly page that they can print or keep on their device.

[Interact with ad](#)



COUNTDOWN

Drive interest or advanced sign-ups for your upcoming sale event. Include an image, text, and a call-to-action button, all placed atop a second-by-second countdown display.

[Interact with ad](#)

Richland Source: \$10 CPM | Ashland Source and Knox Pages: \$7 CPM

DAILY HEADLINES EMAIL NEWSLETTER ADS IN FRONT OF OUR MOST LOYAL EMAIL READERS.



THE DETAILS

DURATION: 30 days, 60 days, 90 days or custom contracts

SIZE: 600x200

FORMAT: JPEG, PNG

REPORTING: We'll provide monthly performance reports and be available to discuss results.

COST: \$100-200 per month depending on the position.

THE STATS

RICHLAND

Contacts \approx 8,000
Click-through rate \approx 35%
Open rate \approx 20%

ASHLAND

Contacts \approx 3,900
Click-through rate \approx 24%
Open rate \approx 17%

KNOX

Contacts \approx 2,900
Click-through rate \approx 40%
Open rate \approx 26%

Ad positions offer 100 percent share of voice per position.

600X200



LIVES CHANGE
WHEN YOU GIVE

[GIVE TODAY](#)

TAKE BORING OUT
OF BOREDOM SNACKING

GREAT DEALS. QUALITY APPLIANCES.

[SHOP NOW](#)



**CELEBRATE YOUR NEXT
PARTY AT THE CARROUSEL**

Call 419-522-4223
Also ask about the Carrousel Club and FREE
rides for 1 year.

[BOOK NOW](#)



Feature-worthy, professionally written content. Telling your business's story through the lens of customer success.

Your audience has a greater likelihood of connecting with your brand when they can picture themselves in the narrative.


GET YOUR STORY IN FRONT OF ENGAGED LOCAL READERS!



★ STARTER PACKAGE - \$300

- You submit story (750 word limit) and one photo
- We provide basic editing and publish to news platform

★ PRO PACKAGE - \$650

- We write and edit using proven narrative techniques
- Up to 2 interviews
- 1 lead photo
- Optional: 2-10 additional photos
- Published to selected News Platform & Facebook Share 

★ ADD-ONS

- Facebook boost - \$25 minimum
- Syndication to other news platforms - \$100 flat fee

Place an order online!

[SHOP PACKAGES](#)

SHARE THIS →



SPONSORED

New Richland County Job Search Engine introduced by Area 10 Workforce Board

By Tierra Thomas, Content Specialist Oct 6, 2020



Students at Pioneer Career & Technology Center get the hands on experience they need before entering the workforce. Using Community Opportunity will only up their chances.

Submitted Photos



Job searches can be an intimidating, challenging and competitive process. For young adults wanting to enter the workforce, it's more confusing as they navigate through websites and search for job opportunities related to their future career paths.

In Ohio, there are job portals that display opportunities over the state. But for many, they aren't looking to work outside of Richland County, and searching for a job close to home can often feel like searching for a needle in a haystack.



Richland County joins Crawford and Wyandot Counties in giving local residents more opportunities for finding local jobs.

Submitted Photo

That's why in Richland County, the Area 10 Workforce Development Board and Richland Area Chamber and Economic Development have partnered to offer a new, faster and efficient way for young adults to search for local jobs using the **Community Opportunity** website.

HARNESS THE POWER OF SOURCE MEDIA PROPERTIES

Content partnerships are a collaborative effort between YOU and US. These partnerships can include contests, article series, social media giveaways and more. We value collaboration and are open to ideas!

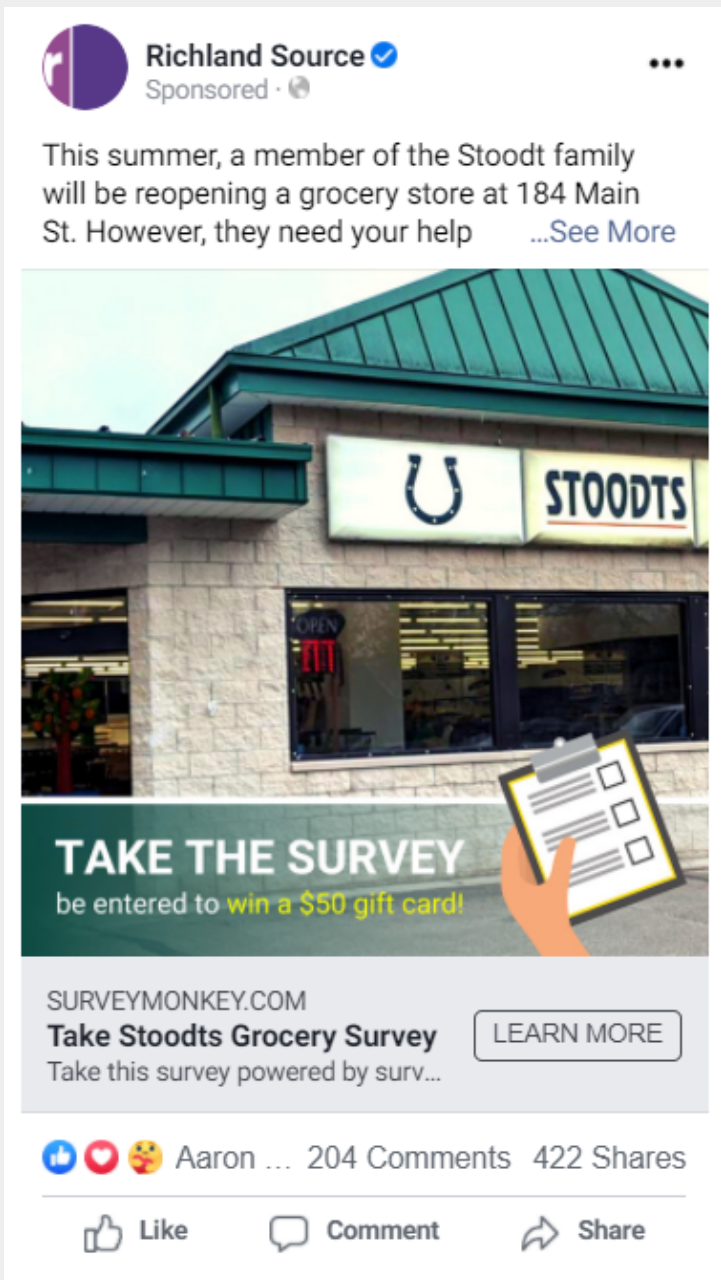


Our 22-week Facebook series highlighting OhioHealth's physicians and healthy living tips reached over 75,000 people for their 100-year anniversary.



The Comfy Couch Sweepstakes leveraged the Richland Source platform to run a 'Design your own Sofa' contest with McCready Interiors, generating 2,320 entries + email addresses.

We helped a family-owned grocery store generate over 2,600 survey responses from the local market as they were looking to re-brand.



Gain maximum exposure to niche audiences. Earn a spot in front of a local, community-driven audience.

ALIGN YOUR BRAND WITH A SEGMENT OF OUR READERS.

Happy HoMecoming!

BROUGHT TO YOU BY

Mechanics
BANK
That's Better.



SPORTS

PRESENTED BY

AVITA
HEALTH SYSTEM



EDUCATION
NEWS

BROUGHT TO YOU BY

BROCK ROSS

Asst. Cashier
Consumer Loan officer
nmls #1745506

DANVILLE

DEE SCOTT

Mortgage Loan Officer
nmls #443059

APPLE VALLEY



SECTIONS

Branded section header and top in-article ad included. 12-month contract required.

- Property Transfers
- Business
- Obits
- Jobs
- Local Events
- Open Source
- History
- Education
- High School Sports
- Senior Spotlights

MAKE YOUR NEXT HIRE.

Find your next employee(s) in Richland, Ashland and Knox Counties.



Includes a photo, unlimited word count, and homepage visibility.



Social posts allow users to share, tag and recommend your position to friends.



Display ads are placed on news site and guarantee 50K impressions.

Search Jobs by Keyword

Current Job Openings



Temp-to-Hire at Leading Manufacturing Company in Lexington

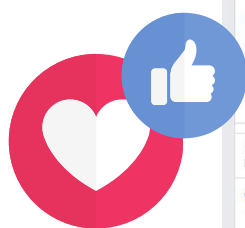
Updated 23 hrs ago

If you're seeking long-term employment with great benefits, we have what you need!

[Apply Now](#)



Social shares improve reach by 1,000s. Shared to Facebook & LinkedIn.



Performance for Your Post

10,259 People Reached		
87 Reactions, Comments & Shares		
24 Like	16 On Post	8 On Shares
1 Haha	0 On Post	1 On Shares
22 Comments	8 On Post	14 On Shares
40 Shares	38 On Post	2 On Shares
1,658 Post Clicks		
53 Photo Views	388 Link Clicks	1,217 Other Clicks
NEGATIVE FEEDBACK		
7 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

WE REACH JOB SEEKERS ON YOUR BEHALF!

- A Weekly Job Openings e-blast is sent to over 2,700 people.
- Recent job postings are featured on in the Jobs section and on the homepages of Richland Source, Ashland Source and Knox Pages.
- The Daily Headlines e-newsletter contains a Jobs Board promotion.

Advertise your job on one or more sites:

RichlandSource.com/jobs

AshlandSource.com/jobs

KnoxPages.com/jobs

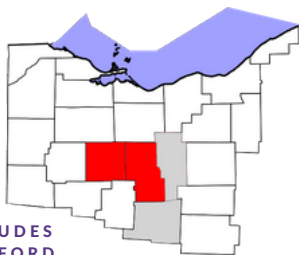
sales@sourcebrandsolutions.com

At Source Media Properties, we know you want to be confident about investing your advertising dollars where it counts. To do that, you need an easy yet effective advertising solution so you can focus on serving your customers and growing your business.

The problem is, you've tried traditional advertising but it's difficult to track results which makes you feel skeptical if it was even worth your time and money. We believe you should have a local advertising option that you can feel confident in. We understand the need to grow your business, we're a startup too. **With our increased users on three platforms from 127K (2013) to 5.3 million (2020), you can get your brand in front of an engaged local audience.**

We work with and are certified by the biggest platforms in the industry, so you get the same as the same treatment national brands get. You can stop wasting money on advertising that doesn't produce results and instead invest in a local company dedicated to your advertising goals.

RICHLANDSOURCE.COM



247,800 MONTHLY USERS

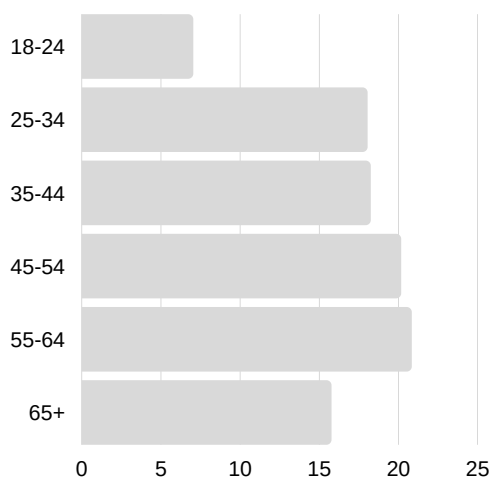
954,000 MONTHLY UNIQUES



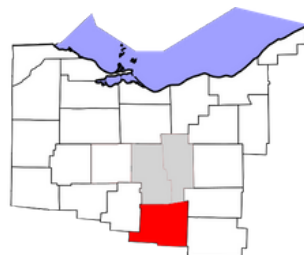
45% WOMEN



55% MEN



KNOXPAGES.COM



57,000 MONTHLY USERS

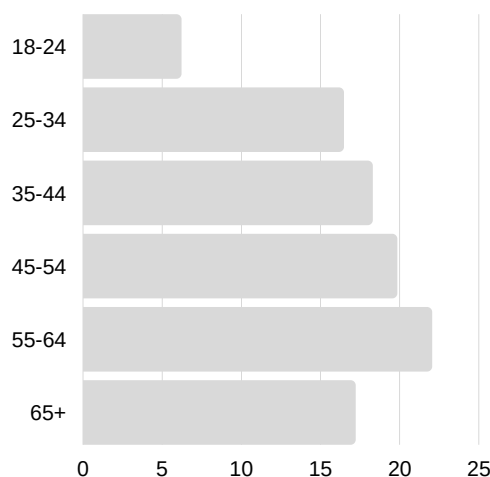
240,000 MONTHLY UNIQUES



45% WOMEN



55% MEN



ASHLANDSOURCE.COM



44,000 MONTHLY USERS

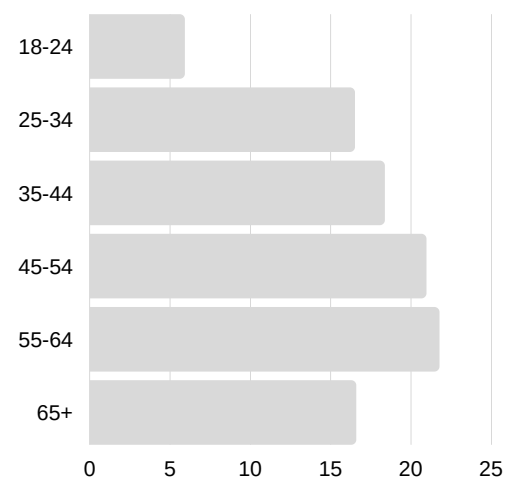
123,540 MONTHLY UNIQUES



41% WOMEN



59% MEN





SOURCEBRANDSOLUTIONS

At Source Brand Solutions, we know that you want to be confident that your marketing is delivering you results. To do that, you need a trackable marketing plan. The problem is too many marketing companies sell you marketing without a plan to measure results in terms that matter to you. This can leave you confused and starting to question if it's even worth it. We believe you should never have to guess if you are receiving a return on your marketing investment.

We understand that you have limited resources and making smart investments is critical. That is why we are certified in a marketing framework that is proven to deliver results.

Here's how we do it:

1. We start by listening so we understand your marketing needs.
2. We develop a marketing plan with clear objectives and goals.
3. We track your results and make changes as needed.

Book a chat with one of our strategists today!
sales@sourcebrandsolutions.com

So you can stop scratching your head wondering if you've been wasting your time and money. Instead, begin focusing on growing your business in ways only you can because you know you have a marketing plan that is delivering results.

Our services include digital advertising, sales conversion and digital brand management.

We're also StoryBrand certified which means we use a marketing framework that combines the art of storytelling with strategy. We will clarify your message and guide your company to gain more business.

