



# Media Kit for MadValleyCurrent.com

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For more information, please contact:

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## Overview of MadValleyCurrent.com

### Audience & Demographics

The online audience of MadValleyCurrent.com consists mainly of year-round and seasonal residents of the Madawaska Valley and business owners in the area who like to keep in touch with the Valley wherever they go. The print version audience of the Current is composed of local residents without internet access.

Our readers visit MadValleyCurrent.com for balanced and stimulating coverage of community growth, current affairs and cultural matters in the Madawaska Valley area.

## Audience Metrics

The following information describes the size and scale of MadValleyCurrent.com’s audience. Please note this is based on our third month of operation; the Current launched in January 2018.

*(Data Mar. 1-31, 2018)*

Monthly Unique Users	Monthly Pageviews	Session Duration	Pageviews Per Visit
3,600	10,000	3 min	2.74
Geographic reach	Canada	US	Other
	3,315	226	584 <i>[Mar 2018 Geo total 3,673]</i>
Reader engagement	Online articles	Comments	
	104	218 <i>[Up to 26 comments on a single piece]</i>	

## Social Media Metrics

Here is a breakdown of madvalleycurrent.com’s presence on Facebook: The Madawaska Valley Current

Facebook Followers	Posts	Reach	Engagement
543	27	17,502	5,146

## Rates & Opportunities

MadValleyCurrent.com offers numerous advertising opportunities for advertisers to reach this valuable, targeted audience. [Please inquire for current rates.](#)

## Standard Advertising Opportunities & Creative Guidelines

Ad Dimensions	Formats
728x90	JPG, PNG
300x250	JPG, PNG

## Other Opportunities

In addition to standard website banner advertising, MadValleyCurrent.com also offers the following:

- Article Sponsorship

Sponsorship of website columns, categories, features or community pages.

- Print Version Sponsorship

To provide a free news source for Valley residents without internet service, we publish a limited distribution print version of the Current every month. Copies are available at local outlets including public libraries. You can help us keep the Current free and free flowing as a print version sponsor.

These additional opportunities allow you to reach our targeted audience through non-traditional media. Contact us for additional information on how you can take advantage of these unique opportunities.

## Contact

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