



Media Kit for MadValleyCurrent.com

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For more information, please contact:

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Overview of MadValleyCurrent.com

- 24/7 online community newspaper with wide geographic reach
- Free monthly print issue of selected articles – demand exceeds supply to date
- Over 4,000 returning online users each month
- High reader engagement – over 400 online comments in first six months
- Loyal social media following

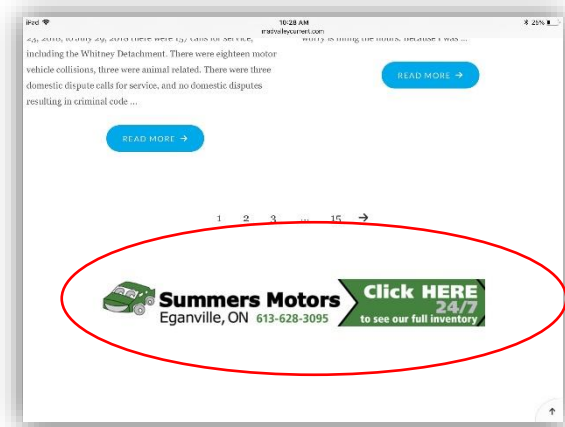
We anticipate a substantial online readership in the immediate future due to, among other things, increased promotion and our online real-time municipal election coverage.

Standard Advertising Opportunities & Creative Guidelines

Online Ad Dimensions

- Leaderboard size 728x90 pixels
- Standard size 300x250 pixels

Sample Leaderboard on Tablet

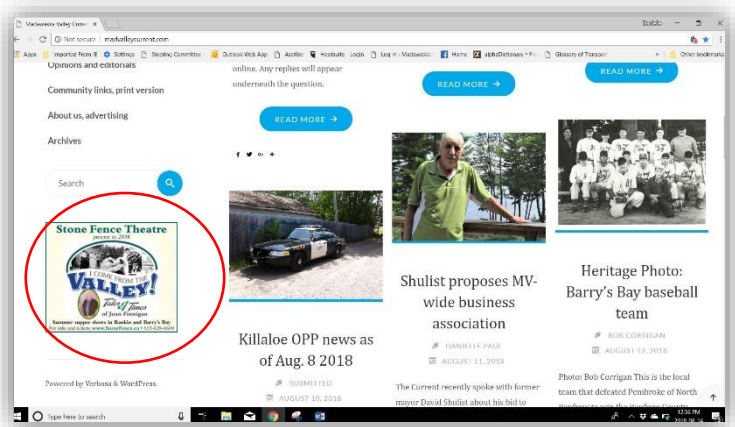


Formats

JPG, PNG

JPG, PNG

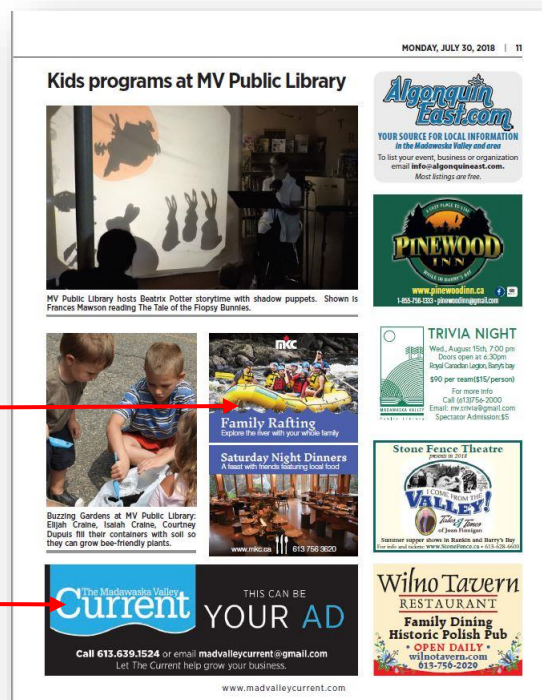
Sample Standard on Desktop



Print Ad Dimensions are based on column width. Single Ad measures 2.333in X 1.75in

Double Stacked

Double Horizontal



Single Size

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The Madawaska Valley Current is the trading name of MadValley Media

Rates

Online ad per month	\$60
Print ad per month (single size – see dimensions)	\$30
Both Online and Print per month	\$80
One-time Set-Up fee	\$25
Discounts available for long-term presence	

Other Opportunities

In addition to standard website/print 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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