



Ashland.news
Community-supported Nonprofit News

SPONSOR MEDIA KIT

OUR COMMUNITY • OUR NEWS 2025



*Help our community stay informed...
become an Ashland.news Sponsor!*

WHY SPONSOR ASHLAND.NEWS?

Help Connect Our Community

Ashland.news uses the latest digital platform, employed by local, non-profit news organizations, to ensure efficient distribution throughout our community. In addition to getting the word out about your business or service, sponsoring Ashland.news also keeps nonpartisan, fact-based, nonprofit news alive in Ashland. A sponsorship on Ashland.news is also an investment in our community's civic information infrastructure.

Share Your Message

Ashland.news readers know about you, your business or organization with sponsorship notices on our community's go-to local news website and frequent newsletters.

Reach the Fast-Growing Ashland.news Audience

In the short time since its inception, Ashland.news has built a very engaged readership for the website and newsletters. More than 4,900 subscribers are sent newsletters three times each week. The statistics tell the story:

- The newsletter open rate averages between 71% - 77%.
- The website averages more than 44,000 visitors per month.
- Google Analytics documented over 133,000 website pageviews per month.

Our Mission:

The mission of Ashland.news is to establish a sustainable news service that will inform the civic dialogue and promote cultural engagement by providing accurate, trustworthy and timely local and useful news and information about Ashland and surrounding areas.





WHY SPONSOR ASHLAND.NEWS?

Reach the Very Attractive Ashland Community

The Ashland community is very engaged in news and information.

Key Demographics:

- 63% of Ashland adults have a Bachelor's degree or higher.
- Median household income is about \$63,000.
- Median age is 45.2 years.
- Over 90% access to broadband Internet.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP RATES

AD SIZE (pixels)	2 WKS	1 MO	2 MO	3 MO	6 MO	12 MO
300x250 Sidebar Rectangle	\$119	\$189	\$259	\$339	\$549	\$988
300x600 Sidebar Half Page	\$159	\$259	\$379	\$489	\$879	\$1,934
970x250 Bottom Billboard	\$127	\$209	\$293	\$398	\$691	\$1,244
970x175 Themed Pg Banner (Rotation)	\$115	\$219	\$307	\$417	\$725	\$1,305
970x175 Themed Pg Banner (FIXED)	\$136	\$248	\$445	\$588	\$1,070	\$2,000

Non-Profit rate = 15% Off.

Note: Ads are subject to random rotation in all positions except for fixed position upgrades. Fixed positions are subject to availability. Rates subject to change. Invoices are due upon receipt. Late fees are charged starting at 60 days past due.

Roadblock
Fixed Position Upgrade
Right Sidebar
1st = 75% • 2nd = 65%

DEADLINES (prior to start date):
Reservation/Ad Production 3-4 days
Camera-Ready Art 1-2 days

Public Notices
\$100 Per Notice
Affidavit of Publication \$20

NEWSLETTER
Tuesdays - Thursdays - Saturdays
970x250 In-Story Ad = \$65 (1 issue)
Weekly Rate = \$160 (3 issues)
Bulk Rate = \$600 p/month (13 issues)
Subscribers (opt-in) = 4,923
Open Rate = 71 – 77%



Digital Display Specs

Visual ad examples on this sheet are not to scale in order to fit on the page.

300x250 (pixels) Sidebar Rectangle Regular Rotation

300x600 (pixels) Sidebar Rectangle Regular Rotation

970x250 (pixels) Bottom Billboard Regular Rotation (BB's do not show on HP)

Search...

Subscribe to the newsletter (it's free!)

Ashland.news
Community-supported Nonprofit News

September 4, 2024

Support Ashland.news

Sponsor Ashland.news

- Home
- News
- Education
- Economy
- Culture
- Calendar
- Community
- Sports
- Columnists
- Forum
- Sponsors
- Notices
- Goods & Services

Top news



Firefighters stop forward progress of wildfire south of Ashland

One lane of southbound Interstate 5 south of Ashland has reopened and the evacuation order for residents west of the Exit 11 on-ramp has been reduced to the "be set" (level 2) after a brush fire reported just before 2 p.m. today was corralled by firefighters after blackening less than 10 acres.

[Read More >](#)

News



Ashland's new parks director self-identifies as 'boring'

As he moves into his new position as Ashland Parks & Recreation Director, Rocky Houston wants to have a foundational knowledge of what he calls the basics: More strategic planning, more maps, firm numbers and data on the total acreage of parks in Ashland, what level of service is needed at each park and how can parks be more equitable and efficient with where and how services are provided?

[Read More >](#)

September 3, 2024



Her new gallery is a work of art in itself

Karina Mendoza-Wittke has chosen the work of artists from Lithia Artisans Market, a mainstay in Ashland for over 20 years, and several local and internationally born artists as well.

[Read More >](#)

September 2, 2024



New restaurant downtown aims to focus on locals

Mason's on Main, recently opened at 345 E. Main St., offers an eclectic mix of dishes at budget-friendly prices in hopes of providing Ashlanders a gathering place in touristy downtown. Owner Mason Goche said patronage is steadily increasing since their opening in March.

[Read More >](#)

September 2, 2024

Viewpoints & Columns



Ask Strider: Sniffing out answers since 2024

Ask Strider: This week, the Dog about Town tackles two wildly different subjects. He's not sure what chemtrails are, exactly, but he does his best to help. And his advice to a cat who wants to do podcasts is straight from the Old Cedar Tree.

[Read More >](#)

September 4, 2024



Crossword: All in a Day's Work #01

This week's theme: hidden work. Solve crossword directly in the article or download a PDF to print. More crosswords under the Culture menu.

[Read More >](#)

August 30, 2024



Inner Peace: The wave's swell

Moshe Ross: The wave's swell, the trough as well as the crest of the wave, passes from water to water; we each feel each. Thus a suggestion can drag us down or lift us up, although the upliftment really lies within our own divine self, ready to break through.

[Read More >](#)

August 29, 2024

Our Sponsors

CONSCIOUS
DESIGN BUILD

A NEW SOPBS SERIES

ENERGY HORIZONS

Exploring Oregon's Energy Future

ENERGY HORIZONS
Exploring Oregon's Energy Future

Thursdays at 8pm
Beginning October 17

SOUTHERN OREGON
PBS

Latest posts

Ashland's new parks director self-identifies as 'boring'

September 3, 2024

As he moves into his new position as Ashland Parks & Recreation Director, Rocky Houston wants to have a foundational knowledge of what he calls the basics: More strategic planning, more maps, firm numbers and data on the total acreage of parks in Ashland, what level of service is needed at each park and how can parks be more equitable and efficient with where and how services are provided?

[Read More >](#)

Current Air Quality Index

Ashland

Sep 4, 5:00 PM (America/Los_Angeles)

66
US AQI

96.8F*

ASHLAND, OR

feels like: 97°F

97°

smoke

6:38 am-8:40 pm PDT

wind: SmpH sw

humidity: 12%

pressure: 29.92"hg

uv index: 1

Ashland, OR weather forecast >

Our Sponsors

PRINTING. MARKETING. PRONTO.

ASHLAND FOOD PROJECT
SHARING FOOD. BUILDING COMMUNITY.

Ashland Food Project is an innovative way to reduce hunger in our community. You want to help. We make it easy.

- 1 Be a Food Donor
- 2 Be a Neighborhood Coordinator
- 3 Join the

How Can You Help?



Theme Page Specs

Visual ad examples on this sheet are not to scale in order to fit on the page.

Theme Pages

News
Education
Economy
Culture
Calendar
Community
Sports
Columnists
Forum
Or Sub-Categories:
Obituaries, Business,
Theater, Music, Wine,
Crossword, Books,
Food, Faith, etc.

970x175
(pixels)
Themed Page
Banner
Regular Rotation
Or FIXED

The screenshot shows the top of the Ashland.news website. At the top right, the date is September 3, 2024. Below the search bar and newsletter subscription link is a navigation menu with the following items: Home, News, Education, Economy, Culture, Calendar, Community, Sports, Columnists, Forum, Sponsors, Notices, Goods & Services. The 'Columnists' and 'Ask Strider' links are circled in red. Below the navigation is a sponsored banner for Southern Oregon Subaru, which is also circled in red. The main content area features a grid of 'Ask Strider' articles, each with a featured image, a title, a short excerpt, and a 'READ MORE' link. The articles include: 'Welcome to Woody the Puppy' (August 20, 2024), 'Those Ashland cats are back' (August 7, 2024), 'The modest protectors of home and family' (July 30, 2024), 'Our advice columnist reaches out a helping paw' (July 16, 2024), 'Lots of great mail, with our columnist loving the praise' (July 3, 2024), and 'The world is a wonderful place' (June 26, 2024). On the right side of the page, there is a 'Our Sponsors' section featuring the Ashland Community Health Foundation with a 'THANK YOU TO OUR 2024 Lights for Life COMMUNITY PARTNERS & DONORS' banner, and a 'Latest posts' section with several article teasers.

SPECIFICATIONS FOR THE SIZES

Theme Page Banner
970 x 175

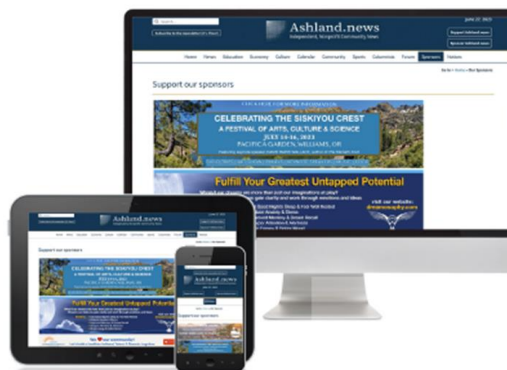
Bottom Billboard and Newsletter
970 x 250

**Sidebar
Half Page**
300 x 600

**Sidebar
Rectangle**
300 x 250

All ads are in PIXELS

Visual ad examples
on this sheet are
not to scale in order
to fit on the page.



SPECS:
PNG (preferred)
JPG or GIF
72ppi (Digital Screen)
RGB Color

For additional information or to become a sponsor
Please contact Tiffany Sullivan at Blue Sprocket Brokerage



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503-367-6776