Media Kit and Advertising Price List

September 2020

About the Cobb County Courier

The Courier had its beginnings as a test site for the Editor and Publisher, Larry Felton Johnson.

He was working as a freelance reporter for another news site based in another county, and attended classes at Georgia State University for a late-career journalism degree.

In late 2015 he set up the site River Edges to practice his journalism skills covering his home of Mableton, on the edge of Smyrna.

In 2017 the site launched as a serious local news outlet, formed an LLC, took out a Cobb County business license, and the name was changed to Cobb County Courier.

The Courier experienced slow but steady growth in readership for the first two years, then after the first of this year the growth exploded.

In 2019 a month with 20,000 pageviews would have been a good month for us. We've now exceeded 100,000 page views for every month since April.
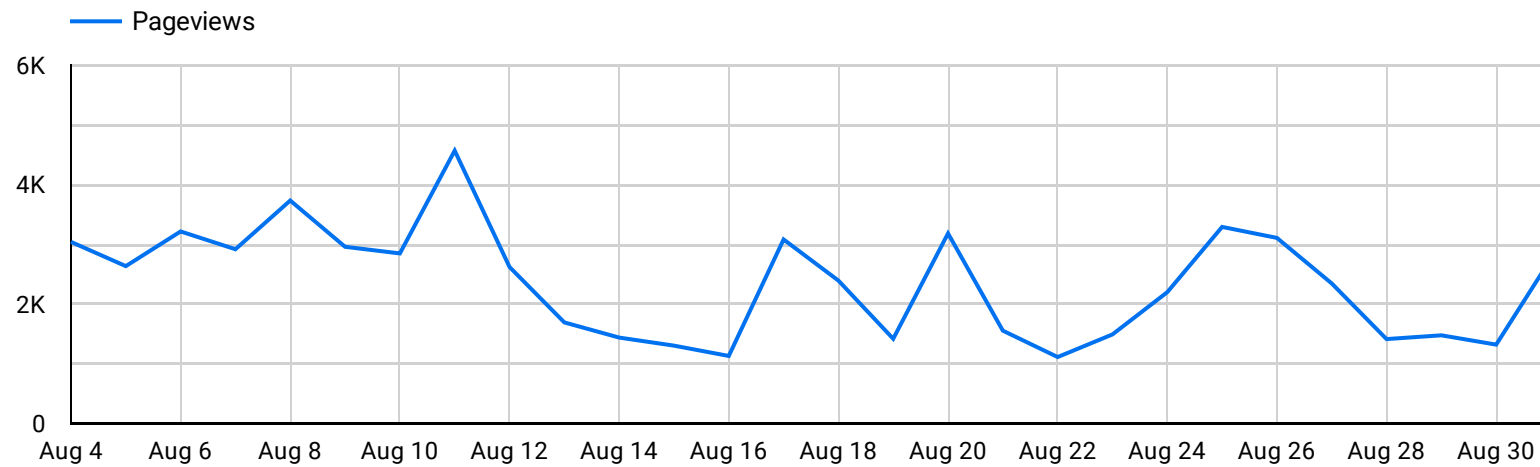
Readership for Past 28 days
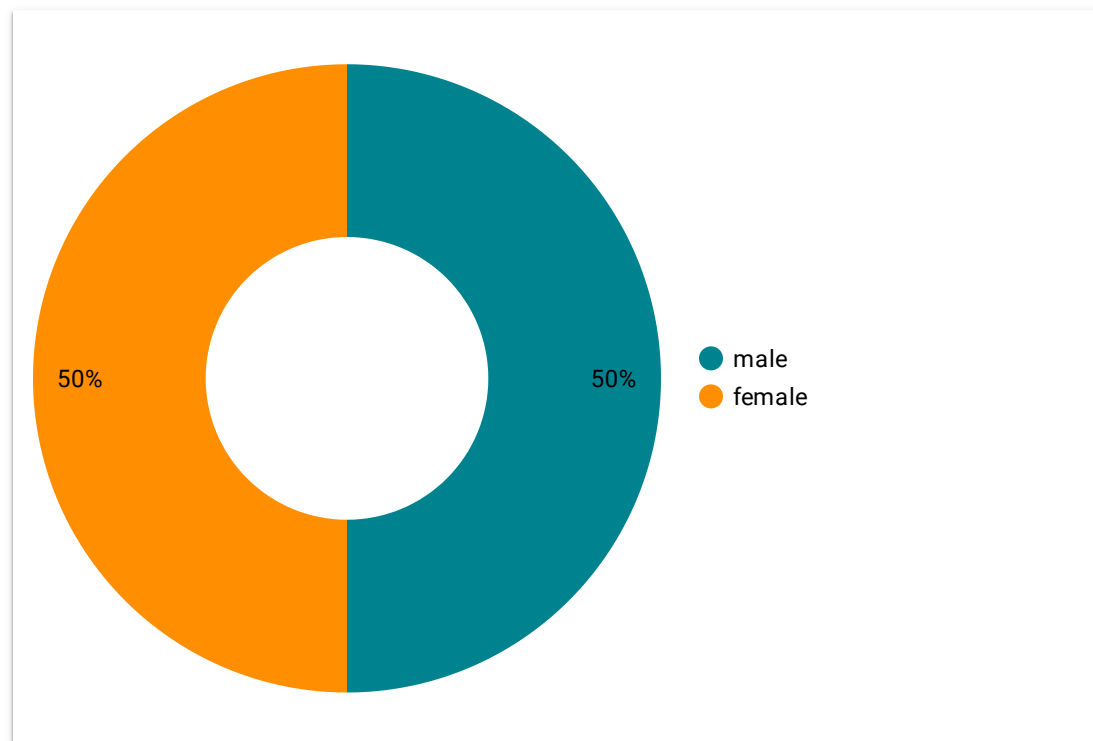
Pageviews
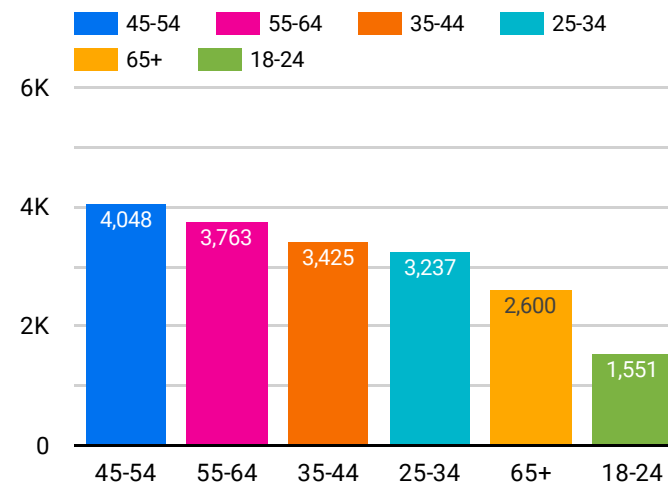## 66,282

Users
44,589

Sessions
54,671

Audience by gender for past 28 days

We are almost always evenly split between female and male readership.

Age segments of readership

(Google analytics only has the age information on a subset of users, those who allow cookies so the numbers do not add up to total users, but represent a reasonable estimate of the proportions from each age group)

Location of visitors in the past 28 days

There are several uncertainties built into tracking locations within Cobb County, mostly involving mailing address. Vinings and the Cumberland area are "Atlanta" and most of East Cobb is "Marietta." Also, in north Cobb many addresses are "Woodstock." But with those caveats taken into account, this table gives a reasonable overview of our readership.

	City	Users ▾
1.	Atlanta	10,329
2.	Marietta	5,301
3.	(not set)	3,781
4.	Acworth	3,459
5.	Smyrna	3,299
6.	Mableton	2,286
7.	Woodstock	1,894
8.	Kennesaw	1,505
9.	Powder Springs	1,412
10.	Roswell	891
11.	Dallas	739
12.	Douglasville	520
13.	Hiram	482
14.	Sandy Springs	374
15.	Miami	364
16.	Canton	278
17.	Cartersville	245
18.	New York	208
19.	Boardman	185
20.	Cumming	144
21.	Washington	141
22.	Charlotte	138

Cobb County Courier ad rate sheet

Ad unit	Size	Price of rotating per week	Price of exclusive per week
Leaderboard	728x90	$35.00	$70.00
Billboard	970x250	$45.00	$90.00
Vertical banner	160x600	$20.00	$40.00
Square	any size	$15.00	$30.00
Inside story	any size	$35.00	$70.00

video add $10 extra

| AMP ads | N/A | $40.00 | $80.00 |

Leaderboard

728×90

$35 per week rotating
$70 per week exclusive

Vertical banner

160x600

$20 per week rotating
$40 per week exclusive

Square (large or small)

$15 per week rotating

$30 per week exclusive

Inside story

$35 per week rotating

$70 per week exclusive