



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

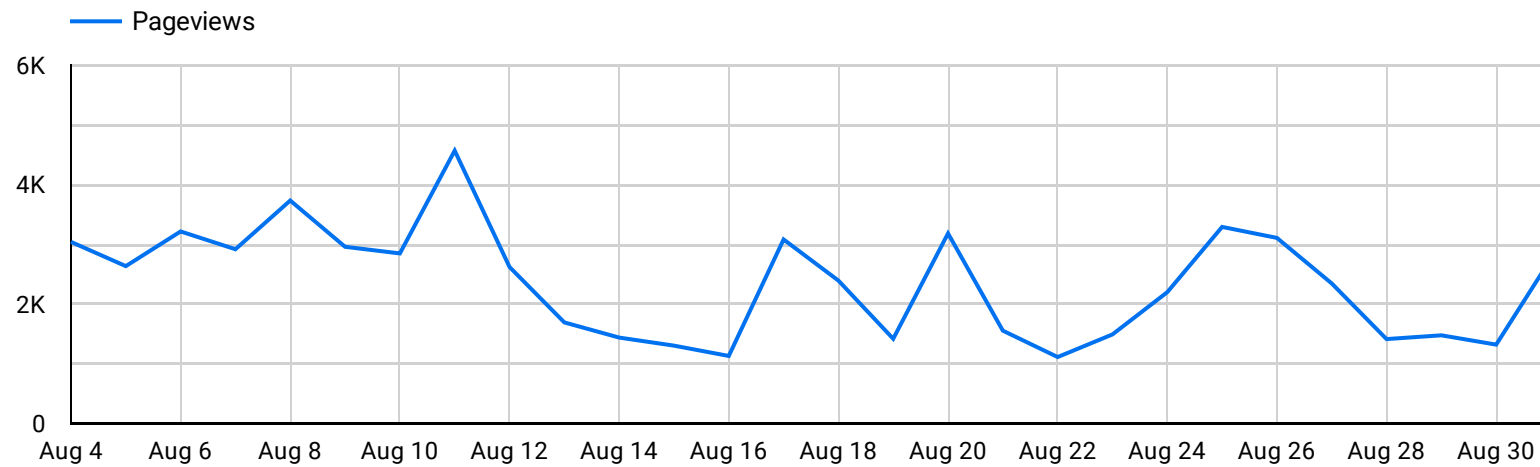
66,282

Users

44,589

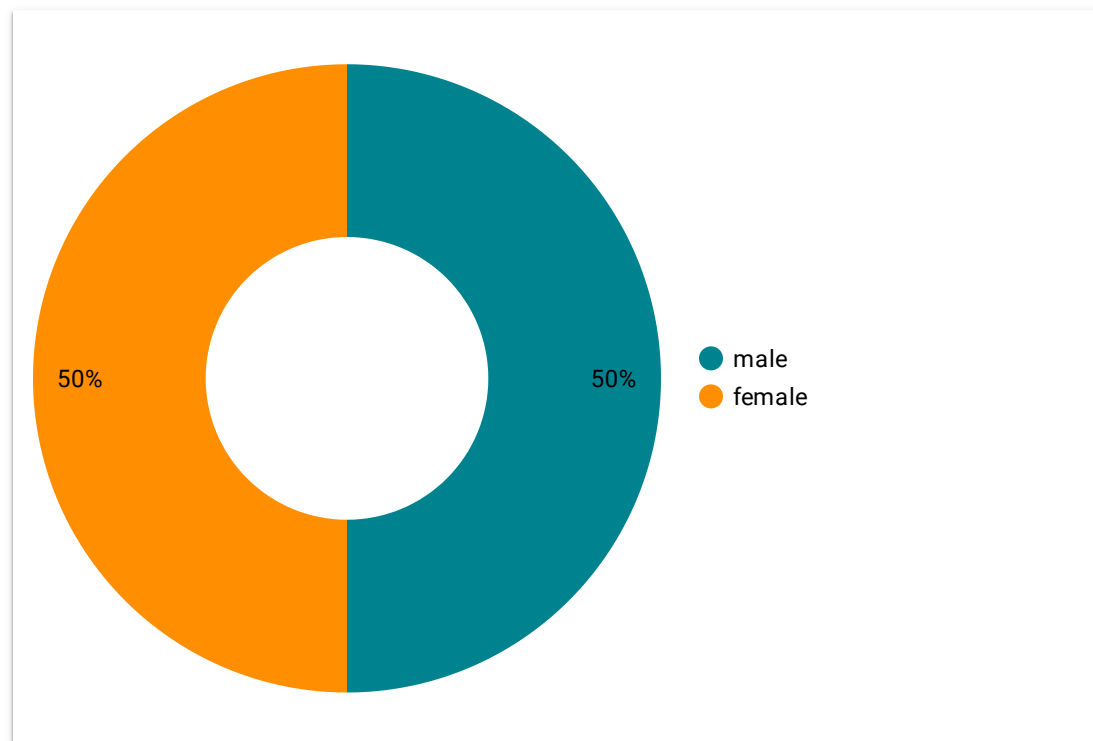
Sessions

54,671



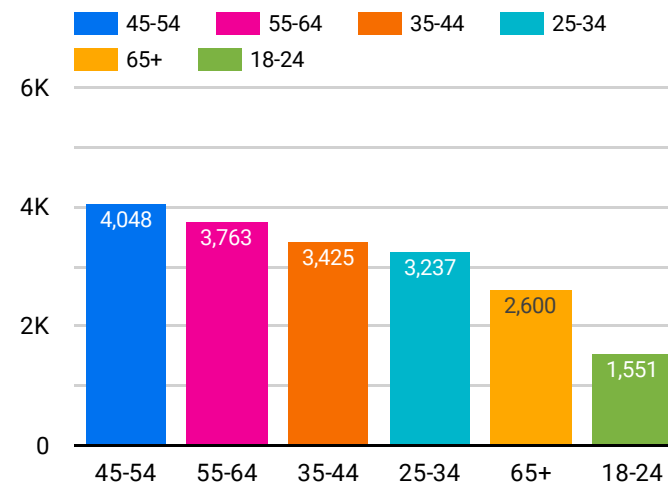
Audience by gender for past 28 days

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



ADVERTISEMENT



ABOUT CONTACT US COBB COUNTY CAMPINA MISSIONS MISSIONS ADVISORY KENNEDY FIVE STAR SPONSORS

WEDNESDAY, AUGUST 26, 2020 | COVID-19 FIRST RESPONDER DATA DATA RELEASE DIRECTORY OF VICTIMS RELEASE

HOME EDUCATION

Cobb Schools To Offer Option Of Traditional Or Remote Learning Classroom For 2020-2021



Cobb County School District sign (photo by Larry Folson Johnson)

REPORT BY LARRY FOLSON JOHNSON | AUG 25, 2020

In a press release today the Cobb County School District announced that when the schools reopens parents will be able to send their children to a traditional face-to-face classroom or do remote learning.

The entire press release is reprinted below:

After months of planning and understanding how student and staff trends have changed as a result of COVID-19 closures, Superintendent Chris Regalado announced that Cobb Schools will open the door to face-to-face instruction with parents being able to choose a traditional classroom or a remote learning classroom.

This format represents the best solution which balances our two most important priorities: the health and safety of our students and staff and flexibility for each student and family.

In preparation for our "face-to-face plus choice" model, we will be asking you to choose the classroom environment which is best for you and your family. If your student is new to the District for the upcoming school year, they must first be registered as a COB student, which can be completed here. Once the school approves your registration, your Parent VUE account will automatically be activated. If you already have a student enrolled in the District but do not have an active Parent VUE account, you will need to contact your student's school for activation.

You will be able to submit your choice beginning on July 2nd but no later than July 15 through Parent VUE. Both face-to-face and remote learning options will be available for all students, in all grades K-12. If you choose remote learning, you will be asked to certify that you have access to a device, the internet, and are committed to the remote learning environment for the remainder. If you choose face-to-face learning, you will also be asked if you intend for your student(s) to ride the bus.



We also will continue to work tirelessly to ensure a safe and healthy environment for our staff and our students.

- Social Distancing will be enforced whenever possible.
- Hand sanitizer will be provided in multiple locations throughout schools.
- Masks are encouraged on buses and in school buildings.
- Daily and rigorous cleaning protocols will be followed.
- Nutritious meals will continue to be served daily.

We will continue to be in regular discussion with state and public health officials as their guidance is updated. We look forward to your input and appreciate your support as we support learning for every student in Cobb County during these unprecedented times.

f 1000

t 1000

v 1000

s 1000

[Previous post](#) [Next post](#)

Leaderboard

728x90

\$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