



eplocalnews.org



## MEDIA KIT



### WHO WE ARE

Eden Prairie Local News (EPLN) is a non-partisan "newspub." We serve Eden Prairie with trustworthy reporting, compelling stories, and news our readers can use. We have more than 3,000 subscribers to our newsletters, and a growing following on our social media assets. EPLN accepts event listings for free to our community calendar. On EPLN, you'll find:

- Core reporting on local schools, businesses, and sports, plus features on "the story of us."
- "News you can use" about the arts, civic initiatives, and community events.
- Breaking hyperlocal news from our digital newsroom.

### WHY YOU SHOULD ADVERTISE

- Page views on eplocalnews.org number more than 100,000 per month. More than two-thirds read EPLN on a mobile device.
- We're committed to publishing more content than ads.
- No other media organization produces as much Eden Prairie news; it's all we do. We've published more than 2,000 stories since September 2020.
- We have rapidly become the most trusted source of local news, evidenced by our unparalleled events calendar.
- We took the unprecedented step to publish a print Voter Guide and mail it to 26,000 EP households the first week of October 2022.



# 3,000+

OUR AUDIENCE FOR WEEKLY AND DAILY E-MAIL NEWSLETTERS

# #1

NO OTHER MEDIA ORGANIZATION PRODUCES AS MUCH EP CONTENT

# WEBSITE AD UNITS

Our digital publication, [eplocalnews.org](http://eplocalnews.org), offers options for sponsorship messages and ad campaigns. We sell 30-day ad flights in two unit sizes and multiple placement options:

## UNIT SIZES

- Leaderboard (1456 x 180 pixels)
- Rectangle (600 x 500 pixels)

## PLACEMENT

- Header (leaderboard size), \$529
- Inline Content Graf 4 (rectangle size), \$499
- Inline Content Graf 8 (rectangle size), \$449
- Article Lists (rectangle size), \$399
- Email newsletter (rectangle size), \$399

All ad flights except for our email newsletter are sold as one slot in a rotation of up to four ads.

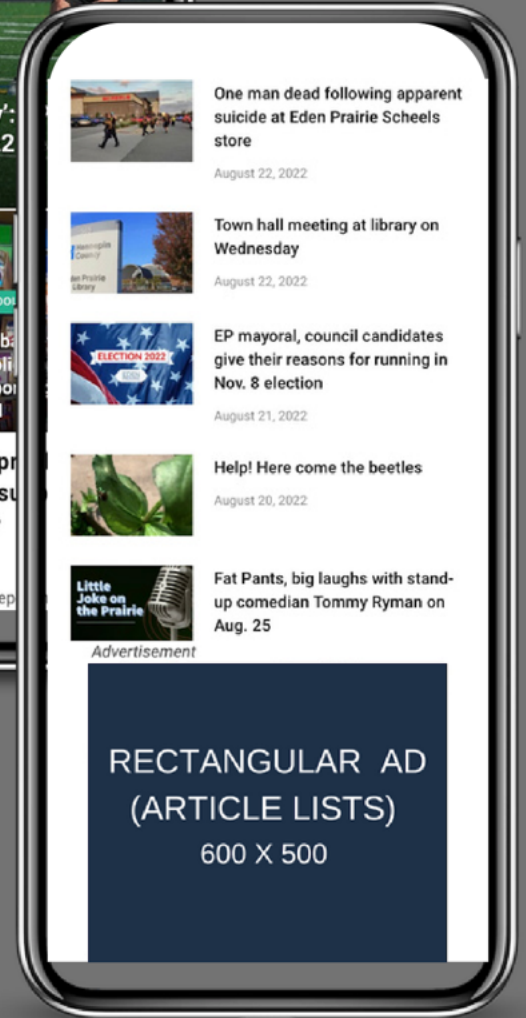
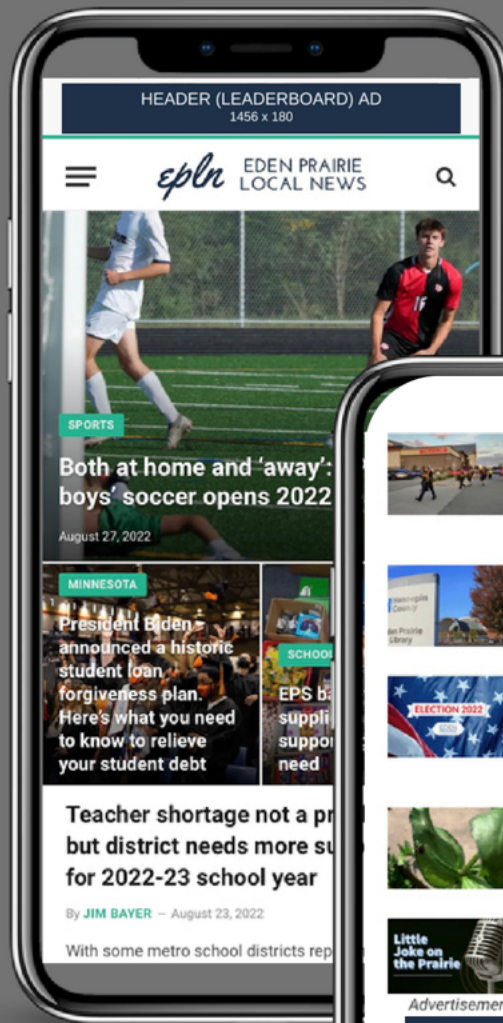
Ask about our special print editions, including the 2024 Voter Guide.

We have a graphic artist who can help design your ad for \$75. Submitted ads should be in JPG format.


Prices good through 2024.

# OUR AD POLICY

EPLN reserves the right to accept or decline any advertisement or sponsorship. EPLN will decline to accept advertising it knows or believes to be misleading, inaccurate, fraudulent or illegal, or that fails to comply, in EPLN's sole discretion, with its standards of decency, taste, or dignity. EPLN maintains a clear separation between news and advertising. Advertising that attempts to blur this distinction in a manner that confuses readers will be rejected.



# DIGITAL CHANNELS

-  [www.fb.com/EdenPrairieLocal News](https://www.facebook.com/EdenPrairieLocalNews)  
1,600 followers
-  [@eplocalnews](https://twitter.com/eplocalnews)  
1,200 followers
-  [@edenprairielocalnews](https://www.instagram.com/edenprairielocalnews)  
1,100 followers
-  [www.eplocalnews.org](http://www.eplocalnews.org)  
100,000-plus monthly page views

# HOW TO REACH US

Eden Prairie Local News (EPLN)  
P.O. Box 44242  
Eden Prairie, MN 55344  
612-562-8259

## NEWS

Editorial: [editor@eplocalnews.org](mailto:editor@eplocalnews.org)  
News Tips: [news@eplocalnews.org](mailto:news@eplocalnews.org)  
Press Releases: [pressrelease@eplocalnews.org](mailto:pressrelease@eplocalnews.org)

## SUPPORT

Advertising: [sales@eplocalnews.org](mailto:sales@eplocalnews.org)  
Sponsorships: [sponsor@eplocalnews.org](mailto:sponsor@eplocalnews.org)  
Subscriptions: [subscriber@eplocalnews.org](mailto:subscriber@eplocalnews.org)