



EVERY DAY, Noozhawk.com’s experienced, professional journalists deliver essential local news and information for all of Santa Barbara County. Now in our 15th year, Noozhawk is the most trusted source for local online daily news.

Online advertising with Noozhawk.com will put your business or organization in front of the most influential and affluent members of our community.

DESKTOP & MOBILE

Over 45,000 daily views*

Noozhawk’s website is updated multiple times throughout the day, giving our readers a reason to return again and again.

A.M. & P.M. REPORTS

Over 21,000 daily e-mail subscribers**

Additionally, subscribers of Noozhawk’s A.M. and P.M. Reports receive free daily news e-mails sent directly to their inboxes.

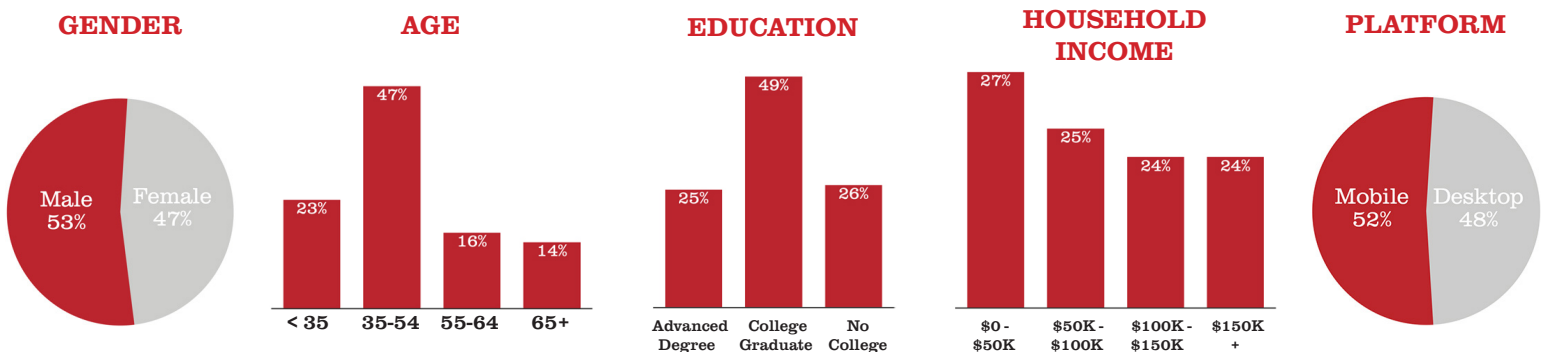


51% readership growth since 2019

Source: Google

A SNAPSHOT OF OUR READERS: Our local audience prefers the ease of technology, and increasingly turns to the Internet for news and information before any other source.

Advertise with Noozhawk and reach Santa Barbara County’s **high-income, highly-educated adults.**



* Source: Quantcast 2021

** Source: Mailchimp



Our **in-house creative team** offers complete ad and graphic design services. We work to create **custom and client-specific advertising** campaigns that make the most of your marketing budget.

THE DETAILS: Whether you choose to provide your own ads or work with Noozhawk's creative team to design a custom advertising campaign, please note the following specifications:

OUTSIDE AD DESIGN

"Web-ready" ads must fit these requirements

ACCEPTED FILE FORMATS:

Animated Ads:

.gif + html5

*For html5 ads, ads must be self-contained (one file).
No auto starts for video ads with sound*

Static Ads:

.jpg + .png

Max File Size:

200kb

WEEKLY ADVERTISING RUNS

Monday through Sunday

Reservation Deadline: Wednesday

Ad Due: Thursday

Start Date: Monday

IN-HOUSE AD DESIGN

What we'll need from you to create your perfect ad

48 HOUR TURNAROUND!

Large **high-quality** files of all logos, images and graphics to be included in the ad and necessary visual details/direction.

All logos should either be vector files (such as .ai or .eps files) or transparent .png files.

All image fields should be at least twice as large as the overall dimensions of the ad and high-resolution.

Think about the orientation of the ad (vertical or horizontal) when choosing images.

SPECIAL SECTION LAUNCH DATES

MARCH 14, 2022: ParentNooz Summer Camp Guide

APRIL 25, 2022: Salute to Nurses

AUGUST 8, 2022: ParentNooz After-School Activities Guide

SEPTEMBER 26, 2022: Private and Independent School Guide

NOVEMBER 14, 2022: Good for Santa Barbara

ONGOING SPECIAL FEATURES:

Visit our [Shop Local](#) and [Holistic Health & Wellness](#) sections for new marketing opportunities.



Billboard
970 x 250
(Run of Site)

Leaderboard
728 x 90
(Run of Site)

Banner
580 x 72 (Run of Site and A.M. Report ONLY)

Big Box
245 x 204
(A.M. Report ONLY)

Giant
245 x 409
(P.M. Report ONLY)

Big Box
300 x 250
(Run of Site)

Giant
300 x 600
(Run of Site)

OPTIONAL AD ENHANCEMENTS	
Instant Video	\$55.00/wk
Instant Facebook / Instagram	\$55.00/wk
Flipper	\$55.00/wk
Split Reveal	\$55.00/wk
3D Cube	\$80.00/wk
OPTIONAL CREATIVE SERVICES	
Static Design	\$143.00
Animated Design	\$242.00
Design updates for existing static ad	\$60.00
Design updates for existing animated ad	\$110.00
<i>Rush Surcharge</i>	\$50.00

OPTIONAL AD ENHANCEMENTS

Instant Video

Automatically pulls in your latest video from YouTube or Vimeo

Instant Facebook / Instagram

Automatically pulls in your latest post from Facebook or Instagram

Flipper / Split Reveal / 3D Cube

Just a few of the special effects we offer that can make your ad stand out

Visit www.noozhawk.com/specialty_ads for more examples

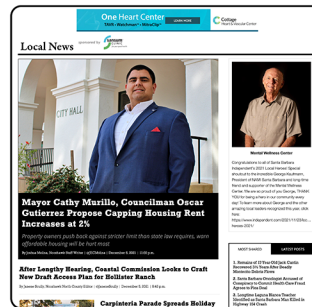
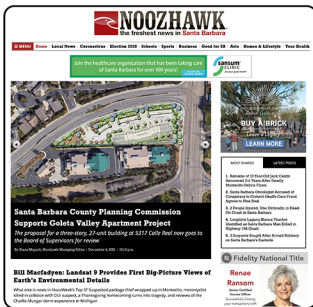


REACH OVER 350,000 READERS A MONTH*

Noozhawk has been a primary source of local news in Santa Barbara for 14 years and is still growing! Noozhawk averages over 20% readership growth each year and publishes over 7,000 articles annually on local topics that matter most to Santa Barbara County.

BENEFITS OF ADVERTISING ON NOOZHAWK.COM:

- Your banner ad is shown on both desktop and mobile versions of Noozhawk’s website
- Banner ads link directly to your homepage or a URL of your choice
- You’ll receive rich, accurate, and timely analytics so you know your marketing is working
- Noozhawk’s website is completely free – there’s no limit on how many readers we can reach!



SECTION FRONT / STORY PAGE WEEKLY RATES	Political Rate	Open Rate	8x Rate	13x Rate	26x Rate	52x Rate
RUN OF SITE (ROS)	*Note: All Ad Unit Sizes in Pixels		(Restaurant)	(Nonprofit)		
Billboard (970 x 250)	\$1,220.87	\$1,091.20	\$907.36	\$833.53	\$766.12	\$663.40
Top Leaderboard (728 x 90)	\$885.96	\$864.48	\$718.57	\$672.98	\$607.26	\$525.70
Big Box 1 (300 x 250)	\$885.96	\$864.48	\$718.57	\$672.98	\$607.26	\$525.70
Big Box 2 (300 x 250)	\$652.70	\$636.75	\$525.70	\$487.92	\$443.04	\$385.74
In-Story Big Box (300 x 250)	\$628.09	\$612.95	\$502.56	\$476.36	\$443.04	\$385.74
Big Box 3 (300 x 250)	\$547.84	\$534.78	\$438.64	\$429.18	\$391.25	\$338.34
Big Box 4 (300 x 250)	\$467.59	\$455.46	\$373.61	\$362.89	\$338.34	\$292.06
Banner (580 x 72)	\$406.60	\$396.55	\$327.32	\$315.70	\$286.55	\$256.79
Big Box 5 (300 x 250)	\$387.34	\$378.42	\$321.81	\$314.58	\$297.57	\$268.90
Big Box 6 (300 x 250)	\$344.54	\$336.50	\$279.93	\$273.01	\$256.79	\$245.77
Giant (300 x 600)	\$387.34	\$378.42	\$322.92	\$314.58	\$297.57	\$268.91
Slide In (300 x 250)	\$695.50	\$595.10	\$487.92	\$453.68	\$430.14	\$374.50
Sneaker Billboard (970 x 250)	\$888.10	\$839.30	\$697.64	\$640.93	\$589.57	\$510.39

SPONSORSHIP	Local News	Business	Arts & Entertainment	Sports	Homes & Lifestyle	Obits
Section Sponsor	\$630.84	\$450.52	\$240.75	\$421.05	\$311.21	\$251.66

Section Sponsorship Frequency Discount: 26 weeks 10% OFF, 52 weeks 20% OFF

*Source: Google Analytics

PARTNER WITH NOOZHAWK TODAY!

CONTACT SALES@NOOZHAWK.COM FOR MORE INFORMATION

WWW.NOOZHAWK.COM



REACH NOOZHAWK'S AUDIENCE directly in their e-mail inboxes by advertising in our popular e-newsletters. Noozhawk's **A.M. Report** is a free morning e-mail curated daily by our editors and showcases the best of Noozhawk's professional news for Santa Barbara County – **7 days a week and 365 days a year**. Our free **P.M. Report** runs Monday through Friday and is automatically sent in the afternoon, updating subscribers on Noozhawk's top stories of the day.

A.M. report
 Wednesday, November 24, 2021

SpaceX Rocket, NASA's Asteroid-Smashing Satellite Blast Off From Vandenberg
 Large crowds gather at various sites around the Lompoc Valley, and the flight could be seen, heard and felt in the Goleta area
[READ THIS](#)

Music Academy of the West **ONLINE AUCTION** Dec 2-18 Extraordinary & Unique Items
HOLIDAY MAGIC event for all ages Sat, Dec 18, 1 pm
 Bid now and buy tickets at musicacademy.org/holiday

TOP STORIES

- Triple-Murder Suspect Pierre Haobsh Gives His Account of Days Leading to Han Family Murders
[READ THIS](#)
- COLLEGE VOLLEYBALL SBCC Women's Volleyball Sweeps

STOMACH CARE
 from the comfort of home
cottagehealth.org/virtualcare
 Treatment in minutes. 24/7. Cottage Virtual Care

A.M. REPORT

- Published daily at 4:15 a.m. with curated news content from our editors
- Over 20,000 subscribers and growing
- 45% open rate (compared to 18% national average)

P.M. REPORT

- Published weekdays at 4:15 p.m. with automatic updates on our top stories of the day
- Over 6,800 subscribers and growing

P.M. report
 Wednesday, November 24, 2021

LATEST NEWS
 As of 4:15 p.m. Wednesday, November 24, 2021

- Families, Hikers Enjoy Return of Monarch Butterflies at Ellwood Mesa During Thanksgiving Count
[READ THIS](#)
- Goleta Unwraps #GoodLandGoodShopping Video to Promote Shopping Local
[READ THIS](#)
- Butterfly Lane/U/S. 101 Pedestrian Undercrossing to Be Closed Until Summer
[READ THIS](#)
- Santa Maria Valley Chamber Holiday Campaign Inspires Community to Shop Local
[READ THIS](#)
- Cox California Shops Small This Holiday Season
[READ THIS](#)
- 'Tis the Season for Holiday Zoo Experience
[READ THIS](#)

MEET YOUR REALTOR
VILLAGE PROPERTIES
 John Semer
 "I am known for tenacity, diligence, honesty, and sound decision making with the ultimate goal of achieving my client's goals."

DAILY E-MAIL NEWSLETTER WEEKLY RATES	Political Rate	Open Rate	8x Rate	13x Rate	26x Rate	52x Rate
A.M. REPORT			(Restaurant)	(Nonprofit)		
Leaderboard 1 (580 x 72)	\$781.10	\$762.51	\$630.40	\$607.81	\$555.46	\$484.92
Big Box 1 (245 x 204)	\$781.10	\$762.51	\$630.40	\$607.81	\$555.46	\$484.92
Big Box 2 (245 x 204)	\$639.86	\$624.27	\$520.19	\$494.34	\$455.17	\$396.76
Big Box 3 (245 x 204)	\$492.20	\$480.39	\$385.74	\$369.63	\$332.83	\$274.42
Leaderboard 2 (580 x 72)	\$566.03	\$552.90	\$455.17	\$440.41	\$403.28	\$344.96
P.M. REPORT						
Giant (245 x 409)	\$559.61	\$530.20	\$452.61	\$414.09	\$391.62	\$340.26

WANT TO SIGN UP FOR OUR FREE A.M. AND P.M. REPORTS?

Visit www.noozhawk.com/subscribe



ENGAGE OUR LOCAL AUDIENCE WITH NATIVE ADVERTISING ON NOOZHAWK
With native advertising, your business can engage with Noozhawk's readers through editorial content that is informative and insightful in ways that prove your business's value. You can bring awareness to unknown needs, help create more educated customers, and highlight aspects of your business that may be difficult to get across with traditional advertising.

HOW IT WORKS

Your business will be interviewed by a professional journalist who will write a story that captures the main marketing goals you are looking to achieve. Native advertising is clearly labeled as "sponsored" when published on Noozhawk, but that doesn't make it any less interesting to our audience. In fact, native advertising receives **23% more page views** than average and in-story text links perform **10x better!**

2:11

average time readers spend
engaging with content

248

average social
shares per article

Local News sponsored by **sansum CLINIC**

SPONSORED FEATURE

How to Find Your Fitness During COVID

Members of all fitness levels are given personalized goals and intervals to make the most of their cardio workout on four low-impact cardio machines. (RiseUp Fitness photo)

By RiseUp Fitness
November 8, 2021 12:17 p.m.

As so many headlines have shouted over the last 18 months, the coronavirus pandemic has taken a toll on many of us far beyond the immediate consequences of the spread of the disease.

It has limited our access to our communities, disrupted our health and care routines, and sent our mental health spiraling in the wrong direction.

RISEUP FITNESS

True Community Banking

What does True Community Banking mean? It means working together to find solutions under even the most trying of circumstances.

AMERICAN RIVER BANK

PRICING

- \$1,100 per story written by professional journalist (includes 1 interview)
- \$550 per story if client provides own content
- Recommended 3 story series published 1 - 2 weeks apart
- Series discount: \$3,000 for 3 stories
- Stories count towards banner ad frequency discount

WHAT IS NEEDED

- Business logo
- 2 photos and photo captions

SPONSORED FEATURES

Channelkeeper Volunteers Giving Back to Nature for a Clean Water Future
From monitoring marine protected areas to watershed cleanups, there are plenty of opportunities to help Santa Barbara organization help the environment.
By Laura Sanchez for Santa Barbara Channelkeeper | November 28, 2021 | 4:50 p.m.

Pandemic Leads Many to Look to New Career Options
By Mental Wellness Center | November 10, 2021 | 2:30 p.m.

How to Find Your Fitness During COVID
By RiseUp Fitness | November 8, 2021 | 12:17 p.m.

You May Be Underinsured for Auto Accidents and Not Know It
By Maho Prentice | October 22, 2021 | 12:00 p.m.

Santa Barbara Channelkeeper Influence, Effectiveness Grows with the Flow

Nutcracker
DEC 11 & 12
ARLINGTON THEATER

Ensemble Theatre Company | On Sale Now!
DEC 2-19 | BUY NOW!
The Wickhams
A Christmas Carol

Get moving!

2 WEEK TURNAROUND ONCE STORY IS SUBMITTED



NOOZHAWK SUPPORTS a broad spectrum of local community organizations and events. We believe we have a corporate responsibility to enrich and improve our community through strategic philanthropy. In 2020 and 2021, we proudly sponsored the following area foundation and nonprofit events and programs.



- Cancer Foundation of Santa Barbara • Coastal Housing Coalition • Community Environmental Council
- The Council on Alcoholism and Drug Abuse (CADA) • Court Appointed Special Advocates (CASA) • Earl Warren Showgrounds
- Easy Day Sports • Explore Ecology • Family Service Agency • Foodbank of Santa Barbara County • Friendship Center
- Green Business Program of Santa Barbara County • Hospice of Santa Barbara • Housing Authority of the City of Santa Barbara
- Jewish Federation of Greater Santa Barbara • Mental Wellness Center • NatureTrack Foundation • Old Spanish Days
- Opera Santa Barbara • Pierre Claeysens Veterans Foundation • Rotary Club of Montecito • SAGE Publishing
- Santa Barbara Choral Society • Santa Barbara Education Foundation • Santa Barbara Festival Ballet • Santa Barbara Foundation
- Santa Barbara Museum of Natural History • Santa Barbara Public Library Foundation • Santa Maria Fairpark • State Street Ballet
- Students for Eco-Education and Agriculture • UC Santa Barbara Library • UCSB Arts & Lectures
- VNA Health • Voices of the Community • Women's Economic Ventures

Our support isn't limited to what our reporters can cover. We publish news and information contributed by the community and provide a free events calendar. Contact us today to help support your program or project!



NOOZHAWK PROUDLY WORKS WITH NONPROFIT ORGANIZATIONS throughout Santa Barbara County, and we offer a wide variety of options for local nonprofits to connect with our wide audience. Although news is our business, we believe we have a corporate social responsibility to enrich and improve our community through strategic philanthropy.

Noozhawk provides all of the following benefits to nonprofits:

- **Sponsorship & 50/50 Match Program**

Noozhawk is proud to support the nonprofit community and offers a 50/50 in-kind sponsorship match. *The deadline for consideration is 60 days prior to the event.* If you are interested in learning more about Noozhawk sponsoring your event, please visit: www.noozhawk.com/sponsorship_application

- **Event Profiles**

In addition to sponsorships, Noozhawk also offers a 50% discount to nonprofit partners who wish to have a Q&A about their event published on Noozhawk.com.

Good for **SANTA BARBARA**

#GIVING
TUESDAY

- **Good for Santa Barbara & Annual Guide to Giving**

Noozhawk's *Good for Santa Barbara* is a special section on our website where we regularly showcase current news and information about nonprofits in Santa Barbara County. We also publish an annual *Guide to Giving* in conjunction with *#GivingTuesday* to help our audience connect with and donate to our great nonprofit community. To see more, please visit: www.noozhawk.com/good_for_santa_barbara

- **FREE Publishing of Press Releases**

Noozhawk publishes nonprofit news and information free of charge. To submit your news for publication, please visit: www.noozhawk.com/submit_your_news

- **FREE Community Calendar**

Nonprofits can post their local events free of charge in our online community calendar. To add your event, please visit: www.noozhawk.com/contribute

Discounted Nonprofit Rates

SECTION FRONT / STORY PAGE WEEKLY RATES	Nonprofit Rate
RUN OF SITE (ROS)	
Billboard (970 x 250)	\$833.53
Top Leaderboard (728 x 90)	\$672.98
Big Box 1 (300 x 250)	\$672.98
Big Box 2 (300 x 250)	\$487.92
In-Story Big Box (300 x 250)	\$476.36
Big Box 3 (300 x 250)	\$429.18
Big Box 4 (300 x 250)	\$362.89
Banner (580 x 72)	\$315.70
Big Box 5 (300 x 250)	\$314.58
Big Box 6 (300 x 250)	\$273.01
Giant (300 x 600)	\$314.58
Slide In (300 x 250)	\$453.68
Sneaker Billboard (970 x 250)	\$640.93

DAILY E-MAIL NEWSLETTER WEEKLY RATES	Nonprofit Rate
A.M. REPORT	
Top Leaderboard (580 x 72)	\$607.81
Big Box 1 (245 x 204)	\$607.81
Big Box 2 (245 x 204)	\$494.34
Big Box 3 (245 x 204)	\$369.63
Leaderboard 2 (580 x 72)	\$440.41
P.M. REPORT	
Giant (245 x 409)	\$414.09

"Working with Noozhawk for our fundraising event, the CASA Ducky Derby, was a gamechanger! We had to heavily rely on online advertising to raise funds, and Noozhawk was able to bring in a significant portion of traffic to our fundraising site. After the campaign, they gave us a very valuable, comprehensive breakdown of our ad reach so that next year, we can do even better!"

- Kira Cosio, Associate Director of Donor Engagement at CASA



CONTACT INFORMATION

General sales inquiries:

sales@noozhawk.com

Press releases:

news@noozhawk.com

News tips:

news@noozhawk.com

Get in touch with our team to discuss how Noozhawk can connect your business with our audience today!

Kim Clark, VP of Business Development

kim.clark@noozhawk.com

805.456.7198

Sheridan Taphorn, Sales Manager

staphorn@noozhawk.com

805.456.7197

Haley Michaelsen, Sales and Marketing Assistant

hmichaelsen@noozhawk.com

805.456.7196

Lauren Hodgins, Sales and Marketing Assistant

lhodgins@noozhawk.com

805.456.7268

Guidelines for news and press release submissions:

www.noozhawk.com/submit_your_news

If you have an event to submit to the Community Calendar:

www.noozhawk.com/contribute

If you want to apply for a nonprofit sponsorship for your event:

www.noozhawk.com/sponsorship_application

If you want to subscribe to the A.M. Report and P.M. Report:

www.noozhawk.com/subscribe

If you want to receive news text alerts:

www.noozhawk.com/text_alerts

If you want to join the Hawks Club:

www.noozhawk.com/hawks_club



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Animated Design						\$242.00
Design updates for existing static ad						\$60.00
Design updates for existing animated ad						\$110.00

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Ad Rates Current: 1/1/2022

PARTNER WITH NOOZHAWK TODAY!

CONTACT SALES@NOOZHAWK.COM FOR MORE INFORMATION

WWW.NOOZHAWK.COM