



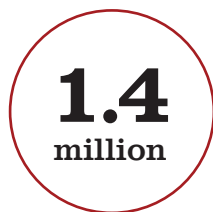
**EVERY DAY**, Noozhawk.com’s experienced, professional journalists deliver essential local news and information for all of Santa Barbara County. Now in our 17th year, Noozhawk is the most trusted source for local online daily news.

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.



Source: Google / Quantcast

### A.M. & P.M. REPORTS

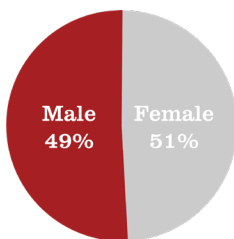
Over 27,500 daily e-mail subscribers\*\*

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

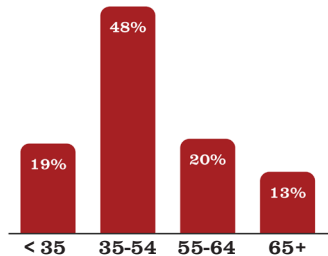
**A SNAPSHOT OF OUR READERS:** Our local audience prefers the ease of technology, and increasingly turns to the Internet for news and information before any other source.

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

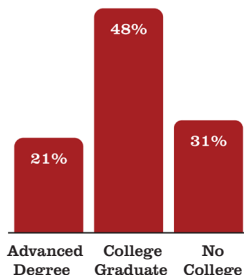
#### GENDER



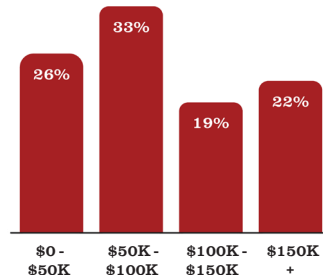
#### AGE



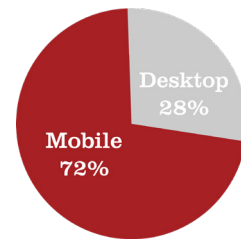
#### EDUCATION



#### HOUSEHOLD INCOME



#### PLATFORM



\* Source: Quantcast

\*\* 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

**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 18, 2024:** ParentNooz Summer Camp Guide

**APRIL 22, 2024:** Salute to Nurses

**MAY 20, 2024:** Four-Legged Friends

**JUNE 10, 2024:** Wellness Guide

**JULY 1, 2024:** Santa Barbara Wedding Bliss

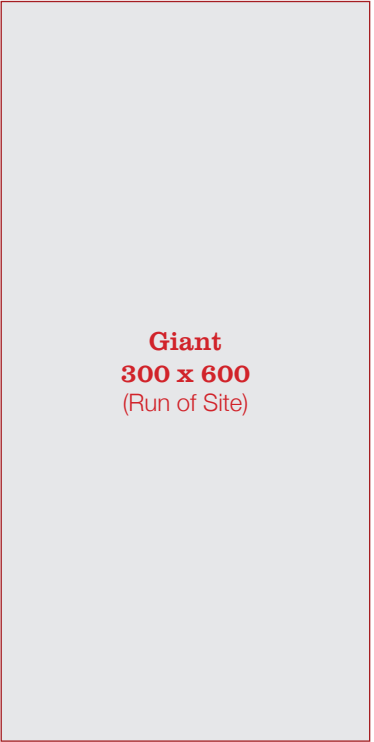
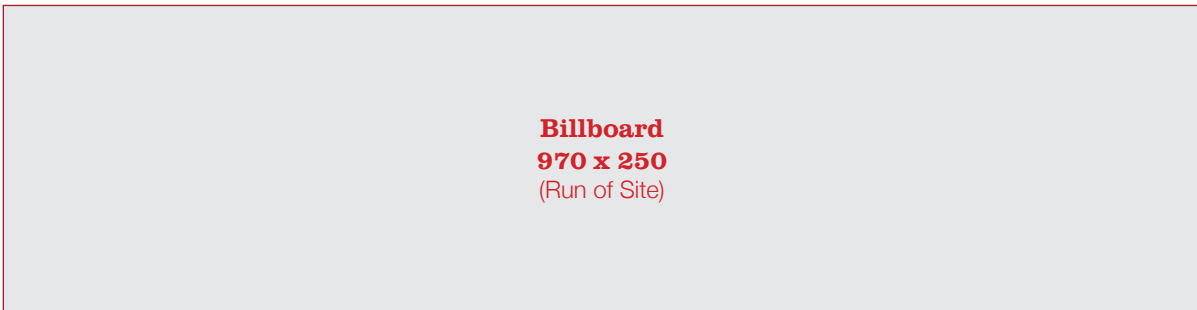
**AUGUST 5, 2024:** ParentNooz After-School Activities Guide

**SEPTEMBER 23, 2024:** Private and Independent School Guide

**NOVEMBER 18, 2024:** Good for Santa Barbara

### ONGOING SPECIAL FEATURES:

Visit our [Shop Local](#) section for new marketing opportunities.



OPTIONAL AD ENHANCEMENTS	
Instant Video	\$60.00/wk
Instant Facebook / Instagram	\$60.00/wk
Flipper	\$60.00/wk
Split Reveal	\$60.00/wk
3D Cube	\$80.00/wk
OPTIONAL CREATIVE SERVICES	
Static Design	\$150.00
Animated Design	\$250.00
Design updates for existing static ad	\$60.00
Design updates for existing animated ad	\$110.00
<i>Rush Surcharge</i>	\$55.00

**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](http://www.noozhawk.com/specialty_ads) for more examples*

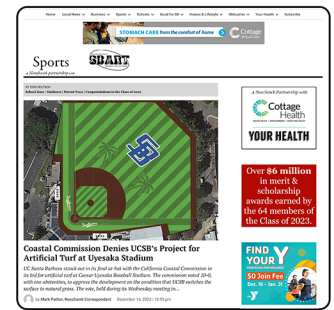
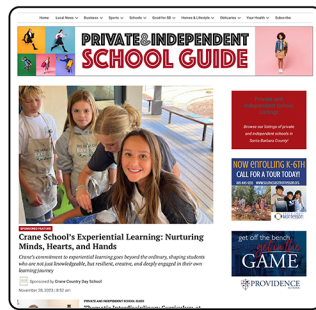
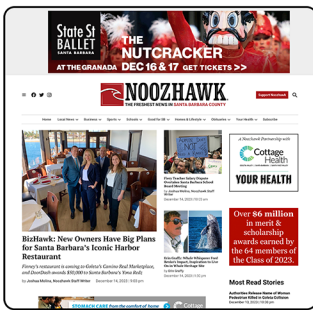


**REACH OVER 450,000 READERS A MONTH\***

Noozhawk has been a primary source of local news in Santa Barbara for 16 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
<b>RUN OF SITE (ROS)</b>	*Note: All Ad Unit Sizes in Pixels		<b>(Restaurant)</b>	<b>(Nonprofit)</b>		
Billboard (970 x 250)	\$1,306.33	\$1,156.67	\$961.80	\$883.54	\$812.09	\$703.20
Leaderboard (728 x 90)	\$947.98	\$916.35	\$761.68	\$713.36	\$643.70	\$557.24
Big Box 1 (300 x 250)	\$947.98	\$916.35	\$761.68	\$713.36	\$643.70	\$557.24
Big Box 2 (300 x 250)	\$698.39	\$674.96	\$557.24	\$517.20	\$496.12	\$423.06
In-Story Big Box (300 x 250)	\$672.06	\$649.73	\$532.71	\$504.94	\$469.62	\$408.88
Big Box 3 (300 x 250)	\$586.19	\$566.87	\$464.96	\$454.93	\$414.73	\$358.64
Big Box 4 (300 x 250)	\$500.32	\$478.23	\$392.29	\$381.03	\$355.26	\$306.66
Big Box 5 (300 x 250)	\$414.45	\$397.34	\$337.90	\$330.31	\$312.45	\$282.35
Big Box 6 (300 x 250)	\$368.66	\$353.33	\$293.93	\$286.66	\$269.63	\$258.06
Giant (300 x 600)	\$414.45	\$397.34	\$339.07	\$330.31	\$312.45	\$282.36
Slide In (300 x 250)	\$744.19	\$624.86	\$512.32	\$476.36	\$451.65	\$393.23
Sneaker Billboard (970 x 250)	\$950.27	\$881.27	\$732.52	\$672.98	\$619.05	\$535.91

SPONSORSHIP	Local News	Business	Arts & Entertainment	Homes & Lifestyle	Obits
Section Sponsor - 26 Weeks	\$643.70	\$433.85	\$231.84	\$299.70	\$242.35
Section Sponsor - 52 Weeks	\$557.24	\$385.65	\$206.08	\$266.39	\$215.42

\*Source: Google Analytics

PARTNER WITH NOOZHAWK TODAY!

CONTACT [SALES@NOOZHAWK.COM](mailto:SALES@NOOZHAWK.COM) FOR MORE INFORMATION

[WWW.NOOZHAWK.COM](http://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** is sent automatically each afternoon, updating subscribers on Noozhawk's top stories of the day.



**NOOZHAWK**  
THE FRESHEST NEWS IN SANTA BARBARA COUNTY  
**A.M. REPORT**

Thursday, August 10, 2023 | 4:15 a.m.



**Environmental Documents for Stow Grove Park Master Plan Available for Public Review**

Plans include upgrades and additions for the next five to 15 years; public comment will be accepted through the end of the month

**A.M. REPORT**

- Published daily at 4:15 a.m. with curated news content from our editors
- Over 25,000 subscribers and growing
- **58% open rate (compared to 22% national average)**

**P.M. REPORT**

- Published daily at 4:15 p.m. with automatic updates on our top stories of the day
- Over 13,000 subscribers and growing



**NOOZHAWK**  
THE FRESHEST NEWS IN SANTA BARBARA COUNTY  
**P.M. REPORT**

Monday, September 4, 2023 | 4:15 p.m.



**Local News**

Proposed 44-Room Hotel Gets Positive Review for Site Near Santa Barbara's Amtrak Station

Multiple People Taken to Hospitals after 3-Vehicle Crash on Highway 166

Minuteman 3 Missile Test Planned at Vandenberg Space Force Base

4 People Hospitalized After Collision on Highway 1 in Orcutt

Government to Require More Nursing Home Staffing, But Facilities Ask Where Employees Will Come From

DAILY E-MAIL NEWSLETTER WEEKLY RATES	Political Rate	Open Rate	8x Rate	13x Rate	26x Rate	52x Rate
<b>A.M. REPORT</b>			(Restaurant)	(Nonprofit)		
Billboard 1 (970 x 250)	\$956.12	\$924.64	\$764.45	\$737.05	\$673.57	\$588.04
Billboard 2 (970 x 250)	\$869.20	\$840.58	\$694.96	\$670.05	\$612.34	\$534.58
Big Box 1 (300 x 250)	\$835.78	\$808.26	\$668.22	\$644.28	\$588.79	\$514.02
Big Box 2 (300 x 250)	\$684.65	\$655.48	\$546.20	\$519.06	\$477.93	\$416.60
Billboard 3 (970 x 250)	\$629.88	\$598.00	\$492.32	\$476.35	\$436.19	\$373.11
Big Box 3 (300 x 250)	\$526.65	\$499.61	\$401.17	\$384.42	\$346.14	\$285.40
<b>P.M. REPORT</b>						
Billboard 1 (970 x 250)	\$558.48	\$545.19	\$450.74	\$434.58	\$397.15	\$346.72
Billboard 2 (970 x 250)	\$507.71	\$495.63	\$409.76	\$395.08	\$361.05	\$315.20
Big Box 1 (300 x 250)	\$488.19	\$476.57	\$394.00	\$379.88	\$347.16	\$303.08
Big Box 2 (300 x 250)	\$399.91	\$390.17	\$325.12	\$308.96	\$284.48	\$247.98
Billboard 3 (970 x 250)	\$367.92	\$359.38	\$295.86	\$286.27	\$262.13	\$224.23
Big Box 3 (300 x 250)	\$307.63	\$300.24	\$241.09	\$231.02	\$208.02	\$171.51

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

Visit [www.noozhawk.com/subscribe](http://www.noozhawk.com/subscribe)

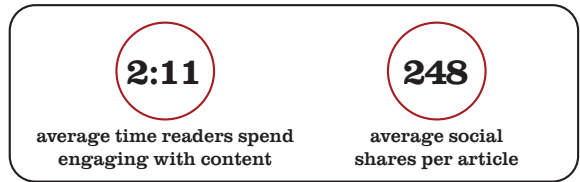


**ENGAGE OUR LOCAL AUDIENCE WITH BRANDED CONTENT ON NOOZHAWK**

With branded content, 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. Branded content 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!**



**PRICING**

- \$1,200 per story written by professional journalist (includes 1 interview)
- \$600 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
- Promotion on Noozhawk’s social media channels (Facebook, Instagram, X/Twitter): \$100 upcharge

**WHAT IS NEEDED**

- Business logo
- 2 photos and photo captions

**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 2023, we proudly sponsored the following area foundation and non-profit events and programs.



- Alzheimer's Association California Central Coast Chapter • ASAP Cats • Channel Islands YMCA
- Community Covenant Church Goleta • Community Environmental Council • Easy Day Sports
- Family Service Agency • First Church of Christ, Scientist • Grace Fisher Foundation • Hospice of Santa Barbara
- Housing Santa Barbara • Jewish Federation of Santa Barbara • Lobero Theater • Lucidity Festivals
- NatureTrack Foundation • Old Spanish Days • Opera Santa Barbara • People Assisting the Homeless (PATH)
- PCPA Theater • Pierre Claeysens Veterans Foundation • Santa Barbara Blues Society • Santa Barbara Choral Society
- Santa Barbara County Fire Safe Council • Santa Barbara Culinary Experience • Santa Barbara Festival Ballet
- Santa Barbara Foundation • Santa Barbara Museum of Natural History • Santa Barbara Music Club
- Santa Barbara New House • Santa Barbara Symphony • Savie Health • SBCC School of Extended Learning
- State Street Ballet • Students for Eco-Education and Agriculture (SEEAG) • TRADART Foundation • Traffic Solutions
- UCSB Arts & Lectures • United Boys and Girls Clubs of Santa Barbara County

**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](http://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 & 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](http://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](http://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](http://www.noozhawk.com/contribute)

**Discounted Nonprofit Rates**

SECTION FRONT / STORY PAGE WEEKLY RATES	Nonprofit Rate
<b>RUN OF SITE (ROS)</b>	
Billboard (970 x 250)	\$883.54
Leaderboard (728 x 90)	\$713.36
Big Box 1 (300 x 250)	\$713.36
Big Box 2 (300 x 250)	\$517.20
In-Story Big Box (300 x 250)	\$504.94
Big Box 3 (300 x 250)	\$454.93
Big Box 4 (300 x 250)	\$381.03
Big Box 5 (300 x 250)	\$330.31
Big Box 6 (300 x 250)	\$286.66
Giant (300 x 600)	\$330.31
Slide In (300 x 250)	\$476.36
Sneaker Billboard (970 x 250)	\$672.98

DAILY E-MAIL NEWSLETTER WEEKLY RATES	Nonprofit Rate
<b>A.M. REPORT</b>	
Billboard 1 (970 x 250)	\$737.05
Billboard 2 (970 x 250)	\$670.05
Big Box 1 (300 x 250)	\$644.28
Big Box 2 (300 x 250)	\$519.06
Billboard 3 (970 x 250)	\$476.35
Big Box 3 (300 x 250)	\$384.42
<b>P.M. REPORT</b>	
Billboard 1 (970 x 250)	\$434.58
Billboard 2 (970 x 250)	\$395.08
Big Box 1 (300 x 250)	\$379.88
Big Box 2 (300 x 250)	\$308.96
Billboard 3 (970 x 250)	\$286.27
Big Box 3 (300 x 250)	\$231.02





## **CONTACT INFORMATION**

### **General sales inquiries:**

[sales@noozhawk.com](mailto:sales@noozhawk.com)

### **Press releases:**

[news@noozhawk.com](mailto:news@noozhawk.com)

### **News tips:**

[news@noozhawk.com](mailto: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](mailto:kim.clark@noozhawk.com)

805.456.7198

### **Sheridan Taphorn, Sales Manager**

[staphorn@noozhawk.com](mailto:staphorn@noozhawk.com)

805.456.7197

### **Lauren Hodgins, Online Media Consultant**

[lhodgins@noozhawk.com](mailto:lhodgins@noozhawk.com)

805.456.7268

### **Guidelines for news and press release submissions:**

[www.noozhawk.com/contribute/submit-a-news-release](http://www.noozhawk.com/contribute/submit-a-news-release)

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

[www.noozhawk.com/contribute](http://www.noozhawk.com/contribute)

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

[www.noozhawk.com/sponsorship\\_application](http://www.noozhawk.com/sponsorship_application)

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

[www.noozhawk.com/subscribe](http://www.noozhawk.com/subscribe)

### **If you want to receive news text alerts:**

[www.noozhawk.com/text\\_alerts](http://www.noozhawk.com/text_alerts)

### **If you want to join the Hawks Club:**

[www.noozhawk.com/hawks\\_club](http://www.noozhawk.com/hawks_club)

**2024  
WEEKLY AD RATES**



SECTION FRONT / STORY PAGE WEEKLY RATES	Political Rate	Open Rate	8x Rate	13x Rate	26x Rate	52x Rate
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Big Box 2 (300 x 250)	\$399.91	\$390.17	\$325.12	\$308.96	\$284.48	\$247.98
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Big Box 3 (300 x 250)	\$307.63	\$300.24	\$241.09	\$231.02	\$208.02	\$171.51
<b>SPONSORSHIP</b>	<b>Local News</b>	<b>Business</b>	<b>Arts &amp; Entertainment</b>	<b>Homes &amp; Lifestyle</b>	<b>Obits</b>	
Section Sponsor - 26 Weeks	\$643.70	\$433.85	\$231.84	\$299.70	\$242.35	
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<b>AD ENHANCEMENTS</b>						
Instant Video						\$60.00/wk
Instant Facebook / Instagram						\$60.00/wk
Flipper						\$60.00/wk
Split Reveal						\$60.00/wk
3D Cube						\$80.00/wk
<b>CREATIVE SERVICES</b>						
Static Design						\$150.00
Animated Design						\$250.00
Design updates for existing static ad						\$60.00
Design updates for existing animated ad						\$110.00

Ad Rates Current: 12/1/2023

PARTNER WITH NOOZHAWK TODAY!

CONTACT [SALES@NOOZHAWK.COM](mailto:SALES@NOOZHAWK.COM) FOR MORE INFORMATION

[WWW.NOOZHAWK.COM](http://WWW.NOOZHAWK.COM)