

HEIGHTS OBSERVER

Read local. Shop local.

A project of non-profit **FutureHeights**

2020 E-News Advertising Rates

Volunteer written & edited; a community-building project of non-profit FutureHeights

Reach 5,000 opt-in e-mail subscribers every week with the *Heights Observer* E-News!

Each issue limited to just 4 ads



Step 1: Reserve a position in 1 or more issues (Availability may be limited)

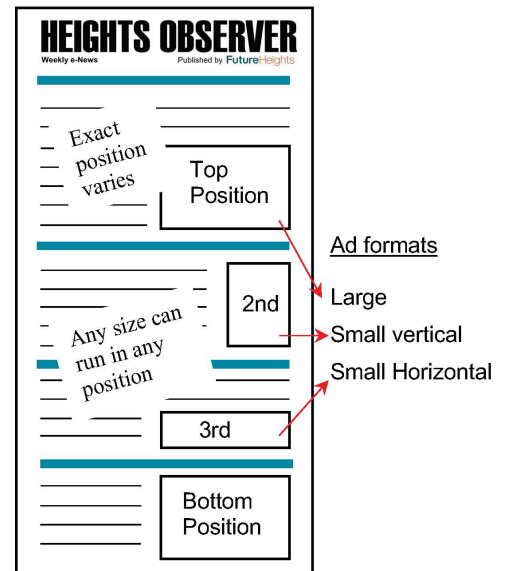
Step 2: Submit your ad in any of the 3 sizes

New in 2020

- Mobile responsive
- Fresh new look
- Single column for easier reading

Position	1-time rate	Flight of 6 <i>6 for the price of 5!</i>
Top Position	\$90	\$450
2 nd Position	\$75	\$375
3 rd Position	\$60	\$300
Bottom Position	\$45	\$225

Available ad sizes	Dimensions
Large	350 px wide X 260 px high (4.63" w x 3.5" h) <i>Same as 1/8 horizontal print ad</i>
Small Vertical	160 px wide X 260 px high (2.13" w x 3.5" h) <i>Same as 1/16 vertical print ad</i>
Small Horizontal	350 px wide X 132 px high (4.63" w x 1.75" h) <i>Same as 1/16 horizontal print ad</i>
File formats: .gif, .png and .jpg	



The *Heights Observer* E-News is mailed each Tuesday

Publishing statistics (11/6/2019):

Opt-in subscribers: 5,038 | Open rate: 27% (10-issue avg) | Clickthrough rate: 19% (10-issue avg)

Ad design available for an extra charge

Contract print advertisers: Newsletter ads do not count toward print frequency discounts.

Completion of terms: Free insertions are applied to the last insertion in a contract. Any other promotions or discounts may be rebilled at the full amount if frequency commitment isn't met.

Ads may not be cancelled within four weeks of scheduled distribution.

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