

HEIGHTS OBSERVER

Read local. Shop local.

A project of non-profit **FutureHeights**

2021 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

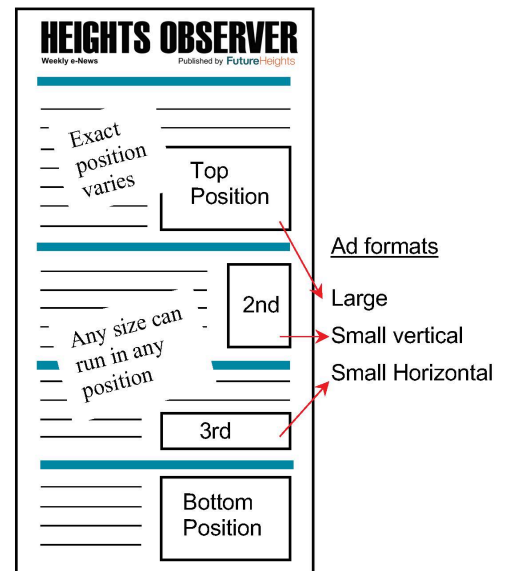


New features

- 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 (11/4/2020):

Opt-in subscribers: 5,059 | Open rate: 28% (10-issue avg) | Clickthrough rate: 24% (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.

Contact Bob Rosenbaum, brosenbaum@heightsobserver.org; 216-401-9342

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