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*Reach your local customers online...*



**Greater Seattle on the Cheap**  
*Freebies, discounts and deals in Seattle and the Puget Sound Region*



## GET YOUR BUSINESS OR CAUSE IN FRONT OF PUGET SOUND CUSTOMERS

Our readers look for entertainment, fun things to do, frugal living tips, and positive community information in the greater Seattle-Tacoma metropolitan region.

We can get your Puget Sound business in front of:

- Women, men, and families in every city throughout Puget Sound from every walk of life and occupation
- Puget Sound residents who enthusiastically support local businesses and community organizations
- An engaged and growing local following on social media: Twitter (4,000+) and Facebook (1,500+)

Getting your local business in front of readers at GreaterSeattleontheCheap.com has great value:

- A targeted audience of loyal followers that are passionate about supporting local businesses.
- Exposure to a large following of nearly one million views last year.
- Custom advertorial content for your business, including social media outreach and email newsletters to our subscribers.

## READER STATISTICS

### DEMOGRAPHICS

Gender: Female 55%, male 45%

Age: 25-64 years

High school 45%, college 35%

Homeowner 70%, rent 30%

Household income: \$60,000 - \$200,000, split evenly across segments

Marital status: Equally divided between single and married, with and without children

Where: Seattle, Tacoma, Bellevue, Everett, south Sound

### INTERESTS

Like to get outdoors, family-friendly events, date night ideas, dine out, cook, shop, and read

Enjoy festivals, movies, music, comedy, art, theater, sports, technology, healthy meals, ethnic foods

### EMAIL

103,000+ monthly circulation

16.4% average open rate

2.2% average click-through rate

### WEBSITE

Over one million views last year (increasing an average of 55% per month)

99K average views per month

68K average visits per month (increasing an average of 67% per month)

## 2020 ADVERTISING RATES

### FREE EVENT CALENDAR LISTING

We offer free event listings on our online calendar. We cannot guarantee placement of free listings. To increase the possibility that we can accommodate your request, submit your event AT LEAST two weeks in advance.

Priority is given to events with free admission or no cover charge. For events with an admission fee, we give priority to events with a regular adult admission price of \$15 or less. For events costing more than \$15 admission, we only consider placement if there is an available discount to bring down the cost of an adult ticket to \$15, such as a coupon code, downloadable coupon, advance online purchase, or volunteer opportunity, etc.

- **Submit the required details** (see below) via email to [advertise@greaterseattleonthecheap.com](mailto:advertise@greaterseattleonthecheap.com), or use our [event submission form](#).
- **Required events details:** your name and email, event title, event link (e.g. website, Facebook page, ticket link, etc.), event cost, event discount URL (if cost is more than \$15), short description of event, venue name and address, date(s) of event, and time of event.
- **We usually send email confirmation** after we have entered your information with a link to your calendar event. We usually confirm at least two weeks prior to your event.

### \$25-\$35 FEATURED EVENT

Feature your event on our calendar for \$25 per week (up to 7 days). Featured events are listed on the calendar first each day, highlighted with a light gray box. If supplied, we will include an image, which must be a legal photo or logo (minimum size 300x200 pixels). We can supply a relevant photo for an additional charge of \$10.

### \$100 (AND UP) DISPLAY ADS

We offer direct display ads through our ad partner Mediavine.com. Rates start at \$100 per month. If you want to buy display advertising space on [www.greaterseattleonthecheap.com](http://www.greaterseattleonthecheap.com), please contact Mediavine through our direct link: <https://sales.mediavine.com/greater-seattle-on-the-cheap>.

### \$250 SPONSORED POST ADVERTISING

We offer advertising to businesses via a sponsored article, also known as a website or blog “post” or “advertorial”. The cost includes promotion of the article throughout the month. It’s a great value with targeted exposure for your business, event, or cause. Here are more details:

#### SPONSORED POST EDITORIAL

- Please supply a rough draft of the content you wish to include (recommended 800-1500 words). We included professional editing of your article content.
- We retain full editorial control of the content to provide genuine reporting and useful information, which you may review before publication.
- Name of the advertiser/sponsor must be included in the disclosure per industry regulations (usually at the beginning and end of the post).
- Text and photos or images will comply with U.S. copyright laws and any other industry requirements.
- Up to three external links and three legal photos, images, or logo files to be supplied by you.
- Cost: \$250.

### SPONSORED POST PROMOTION

- Featured placement of your sponsored article for four weeks (28 days) on our website home page.
- Email delivery to subscribers in in one (1) daily newsletter issue.
- Email delivery to subscribers in one (1) weekly newsletter issue.
- Email delivery to subscribers in one (1) monthly newsletter issue.
- Social media: shared two times with our Twitter followers (weekday afternoon, weekend morning).
- Social media: shared one time with our Facebook followers (mid-week, day).
- Event calendar: If your article advertises an event, it will be a Featured Event on our calendar.
- Cost: included as part of the editorial cost.

### ADDITIONAL SPONSORED POST PROMOTIONAL OPPORTUNITIES

- After the first month, sponsored articles can be re-promoted for an additional cost of \$150 per month.
- After the first month, sponsored articles can remain on our website for an additional payment of \$50 per month (included with re-promotion option).
- One year package: includes one sponsored post editorial with promotion plus 11 months of re-promotion for \$1,750, paid in advance (\$1,900 value, one month free).
- Preferred renewal rate: Customers who purchase a sponsored post in 2020 can receive the same rate in 2021 if the advertising is renewed and paid by January 31, 2021.

### ADVERTISING WE DO NOT ACCEPT

#### **Guest Posts and Unsolicited Content**

We do not accept guest posts or any other unsolicited content. Due to the volume of requests, any communication regarding guest posts and unsolicited content will be ignored.

#### **Link sharing**

We do not trade links or sell text link placement. Due to the volume of requests, any communication regarding link advertising will be ignored.

### ADVERTISING TERMS AND PAYMENT

- Photos or images are not included; we can refer you to legal image sources if needed.
- All advertising will comply with FTC disclosure regulations.
- All external links will be 'nofollow' per industry requirements.
- Full payment must be completed before advertising is published.
- We accept VISA, Mastercard, PayPal, and Venmo.