



SMCorridorNews.COM



139,021+  
AVERAGE MONTHLY  
PAGE VIEWS

21%  
MONTHLY AVERAGE  
UNIQUE VISITORS

1,221,508  
2019 VISITS  
GOOGLE ANALYTICS

# CORRIDOR NEWS

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SMCORRIDORNEWS.COM | ADVERTISE@SMCORRIDORNEWS.COM



## WHO WE ARE

We are committed to living, working, and delivering your local news every day with High Standards, a strong Code of Ethics, and a Mission to serve.

Our entire team is local, from our Web Designer, Reporters, Columnists, Managing Editor, and Publisher. We live here, work here, and raise our children here; we even attend school here, volunteer our time, spend our money here, and participate actively as members of this community. What affects your life affects ours.

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EXCELLENCE IS THE RESULT OF CARING MORE THAN OTHERS THINK IS WISE, RISKING MORE THAN OTHERS THINK IS SAFE, DREAMING MORE THAN OTHERS THINK IS PRACTICAL AND EXPECTING MORE THAN OTHERS THINK IS POSSIBLE

— RONNIE OLDHAM

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## CORRIDOR NEWS

“THE INNOVATION  
CORRIDOR”

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As many of you may already know, Hays County, and in particular San Marcos, has been named the fastest-growing area in the United States for 2012, 2013, and 2014. San Marcos' location along IH-35 within the centralized location of Hays County in Texas is only part of the reason we have been nicknamed the “The Innovation Corridor.”

Texas State University and the Greater San Marcos Partnership, along with Hays County are the driving forces behind the given name of, “The Innovation Corridor.” These entities have the foresight and passion to play an integral role in positioning our region as the indisputable “Innovation Corridor,” and Corridor News strives every day to do our part to live up to this concept.

21%  
MONTHLY AVERAGE  
UNIQUE VISITORS

10,000+  
SOCIAL  
MEDIA FOLLOWING

2,000+  
EMAIL  
SUBSCRIBERS



## SERVICES OFFERED

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DISPLAY ADVERTISING

SPONSORED CONTENT

PAGE SPONSORSHIPS

EMAIL/NEWSLETTER SPONSORSHIP

CUSTOM NATIVE AD UNITS

CUSTOMIZED MEASUREMENTS

## OUR AUDIENCE

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53.2%  
WOMEN

67%  
67% HHI\* \$100K+

29.6%  
AGES 18-34

70.4%  
AGES 35+

67.3%  
DECISION MAKERS

99.4%  
UNITED STATES

\*The Herfindahl-Hirschman Index (HHI) is a common measure of market concentration and is used to determine market competitiveness.



## QUESTIONS?

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+1 (512) 938-1120



[ADVERTISE@SMCORRIDORNEWS.COM](mailto:ADVERTISE@SMCORRIDORNEWS.COM)

## PARTNERSHIPS

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## NATIVE ADS

**\$ 1 , 1 0 0** | The ads that don't look like ads. Native ads are ads that match the look and feel of the content around them. These ads resemble a publication's editorial standards while meeting the audience's expectations. Readers typically recognize native ads, such as advertorials, by the goal of the article, to sell or promote something.

## PAGE SPONSORSHIPS

**\$ 1 , 0 0 0 +** | Page sponsorships are a unique experience that showcase your brand and your brand alone. These sponsorships hide all ads except for the page sponsors on certain pages. Sponsors receive a top banner position as well as a custom sidebar to showcase whatever aspects of their brand they desire.

## SPONSORED CONTENT

**\$ 8 0 0** | Sponsored content is content that appears with an obvious sponsored label. These differ from advertorials in the sense that sponsored content can relate to any topic without advertising a specific brand or company, like a company that makes and sells solar panels sponsoring articles on the energy-cost savings of solar power.

## AD RATES

LEADER BOARD  
7 2 8 X 9 0

BIG BOX  
3 0 0 X 2 5 0

BUDGET BOX  
3 0 0 X 2 5 0

IN - CONTENT BANNER  
OR FOOTER  
4 6 0 X 6 0

IN - CONTENT  
4 6 0 X 6 0

SKYSCRAPER  
3 0 0 X 6 0 0

BIG BOX | 3 0 0 X 2 5 0

**\$650**

IN - CONTENT | 4 6 0 X 6 0

**\$650**

SKYSCRAPER | 3 0 0 X 6 0 0

**\$650**

LEADER BOARD | 7 2 8 X 9 0

**\$600**

BUDGET BOX | 3 0 0 X 2 5 0

**\$550**

CONTENT BANNER / FOOTER | 4 6 0 X 6 0

**\$500**

AD SIZE OPTIONS