

MEDIA KIT

GET NOTICED TODAY

ADVERTISE WITH US



AFFORDABLE • EFFECTIVE • PROFESSIONAL • TRANSPARENT



ABOUT THE BERKELEY OBSERVER



The Berkeley Observer is a leading digital media outlet that covers the biggest and fastest-growing county in South Carolina.

From breaking news to health, entertainment, politics, business and education-type stories, we

cover the issues that matter the most to Berkeley County residents.

Advertising on the *The Berkeley Observer* can increase your reach and help expose you to our diverse readership.

BERKELEY COUNTY DEMOGRAPHICS



221K+
people call the
county home



\$164,900
Median home property
value



\$56,697
Median household
income



88.3%
high school diploma
or higher



89.6%
Households with a
computer

Source: U.S. Census Bureau

WEBSITE FACTS



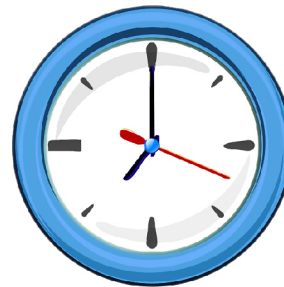
50K-70K

Average monthly
website visitors



1K-4K

Average visitors per
day



2-3 MINUTES

Average time spent on
website



1-2

Average pages per visit



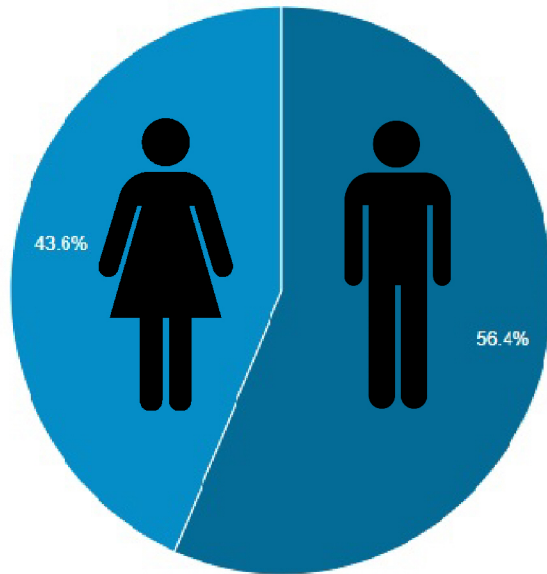
13K

Average social media
followers (Twitter,
Facebook & Instagram)

Source: Google Analytics, Google AdSense

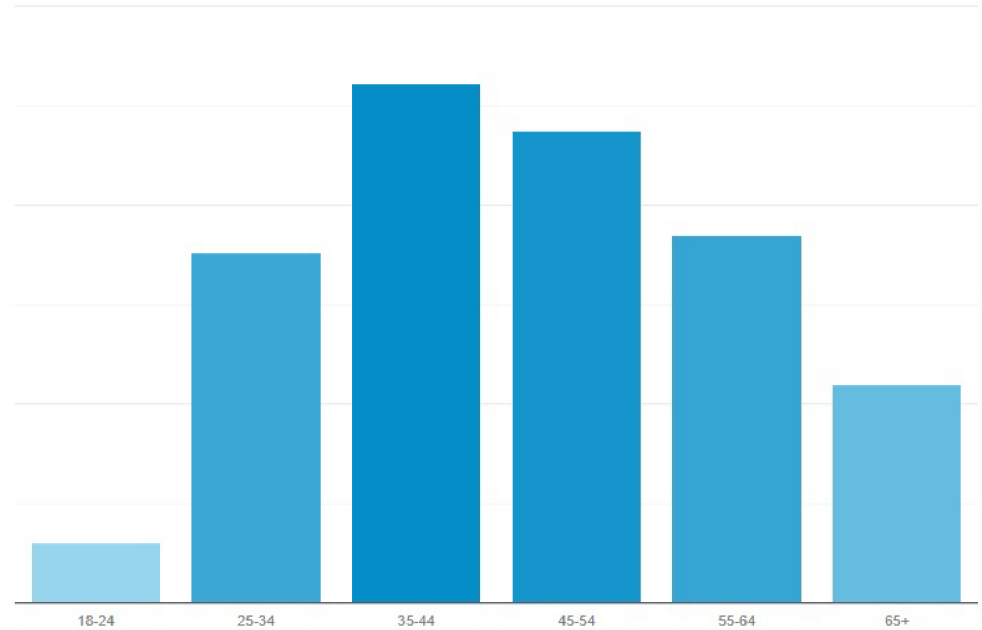
THE BERKELEY OBSERVER: DEMOGRAPHICS

Gender makeup of our readers:



**More than half of our readers are men.*

Age makeup of our readers:



**Most of our readers are between 35 and 44 years of age followed by the 45-54 age group*

REGIONAL LOCATION OF OUR READERS

TOP 10

1. South Carolina
2. North Carolina
3. Georgia
4. Illinois
5. Florida
6. New York
7. California
8. Virginia
9. Tennessee
10. Texas

LOCATION OF OUR SC READERS

TOP 10

1. Goose Creek
2. Moncks Corner
3. Summerville
4. Charleston
5. North Charleston
6. Bonneau
7. Mt. Pleasant
8. St. Stephen
9. Columbia
10. Myrtle Beach

Source: Google Analytics

HOW MOST PEOPLE READ OUR CONTENT



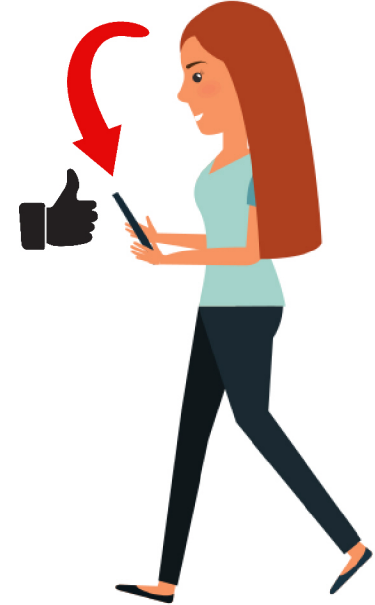
Sure, traditional newspapers can be a great way to advertise your business or service. But the cold, hard truth is that fewer people are getting their news from an actual physical newspaper. Instead, most people are getting their news from a computer or smartphone.

With newspaper readership on a continuous decline, this could mean fewer eyes on your business, service or event.

In today's world, digital media and social media sites have surpassed print newspapers as a news source for Americans.*

The Berkeley Observer will always be digital only.

**Source: Pew Research Center (2018)*



DEVICES USED TO VIEW OUR CONTENT



Source: Google Analytics

TRAFFIC REFERRAL

Below are the top ways people access/find our content online:

1. Social Media
 - Facebook
 - Twitter
 - Instagram
2. Direct
 - www.berkeleyobserver.com
3. Organic search
 - Ex: Google, Bing
4. News Break app

WE LOVE
REFERRALS

TYPES OF ADVERTISING WE OFFER



Are you interested in advertising on *The Berkeley Observer*? Great! We'd love to help you. We often get requests from people who wish to promote their products, services, event or business. We offer a variety of advertising opportunities to help you get your message out to the right people:

- Digital Banner Ad
- Promoted Blog Post (Ex: Featured online article)
- Promoted Video
- Social Media Blast

If you don't see a method of advertising you're interested in, simply contact us. We'll see what we can work out.

WHY CHOOSE US

-NO PRESSURE ADVERTISING

Let's face it. Sales people can sometimes be annoying and overly persistent. That's just not our style. We keep our overhead expenses low. As a result, we'll never pressure you into an advertising service you don't want.

-TRANSPARENT PRICING

No one likes surprises -- and that includes even us. The prices contained in this media kit are the prices you pay. There are never any hidden fees.

-NEW STORIES POSTED DAILY

More stories mean more website traffic. More website traffic means more people see your ad.

-SIMPLE AGREEMENTS

Signed advertising agreements shouldn't be difficult to understand. After all, we're not talking brain surgery here. Our agreements are easy to read, and they won't give you a headache.

-LARGE SOCIAL MEDIA FOLLOWING

There are three other media outlets based in Berkeley County. They focus, like us, largely on the news impacting Berkeley County residents. Our social media following/presence is larger than all of theirs.

-INTERNATIONAL EXPOSURE

While most of our readership is hyper local, we have readers that come to *The Berkeley Observer* from other countries like: Mexico, the United Kingdom, Italy, France, etc.

DIGITAL BANNER ADS

PLACEMENT: OPTION 1 INSIDE ALL ARTICLES

- Offers the highest level of visibility
- Ad viewable on all devices: computer, phone and tablet; ad links to your site
- Minimum commitment of 30 days
- Option to bundle with social media blast
- FEE: **\$150 per month**

APPROXIMATE BANNER SIZE SQUARE/RECTANGLE

300 x 250

Banner creation: **\$125 (one-time fee)**

Note: We may accept other banner sizes if you already have one created. (Ex: Skyscraper, Leaderboard)

PLACEMENT: OPTION 2 INSIDE SIDEBAR ONLY

- Ad viewable on all devices: computer, phone and tablet; ad links to your site
- Minimum commitment of 30 days
- Option to bundle with social media blast ad services
- FEE: **\$75 per month**

SAMPLE BANNERS WE'VE CREATED FOR PAST LOCAL CLIENTS

For clients who already have a digital banner created in house that they'd like featured on *The Berkeley Observer*, that's great. We are more than happy to accept your high-resolution JPEGs. For clients, however, who need a digital banner created, we can make one for you. See our past examples below:

BONNEAU PEANUT FESTIVAL

THE FUN STARTS HERE:
Bonneau Town Park
422 Municipal Lane
Bonneau, S.C.
Parade kicks off 10:30 a.m. Saturday

**2018
OCTOBER
19-20**

ENJOY LIVE MUSIC * FUN RIDES * GREAT FOOD * ...& MORE!!!

EXAMPLE 1

**Fed up with your current IT company?
Call the experts today.**

Lowcountry
Cloud it

Phone: (843) 697.3680 www.lowcountrycloud.com

EXAMPLE 2

WANTED!
Law Enforcement Explorers, Ages 14-20

Come and experience...

*K-9 Unit *Traffic Control *Corrections
*Criminal Law & Procedure *Crime Scene Observation

For more details, call (843) 719-4412

EXAMPLE 3

PROMOTED SOCIAL MEDIA BLAST



Do you have an event, service, product or important announcement? If you answered 'yes,' let us help you get your message out to our large social media audience. When you select this option:

-We'll help you carefully craft your message

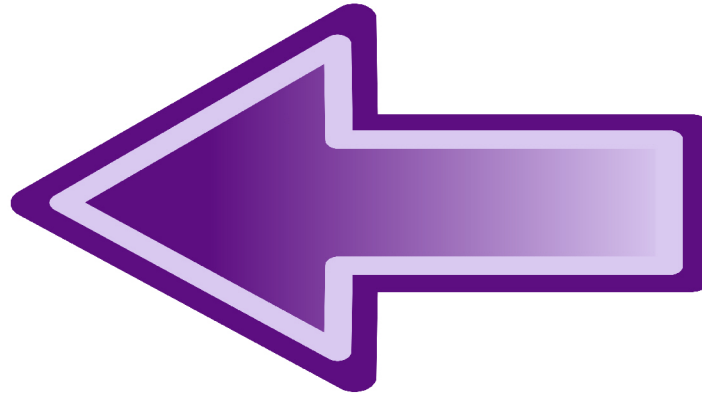
-We'll help you include the appropriate hashtags. (up to five)

*Note: The hashtag, #promoted, must be included

-We'll post your message to our following channels: Twitter, Facebook and Instagram.

*Note: If your message includes a ready-made video, we'll also be happy to post it to our YouTube channel.

FEE: \$50



Our social media posts are seen by thousands and shared by many more.

NOTE: All social media posts must be accompanied by a video or image.

Plain text posts don't typically perform well. If you need a graphic or video made, we can assist you with that at an additional cost.

PROMOTED BLOG POST/NEWS ARTICLE



BENEFITS OF SPONSORED CONTENT

- Raise awareness for your brand, product or service
- Establish yourself as a leader in your profession
- Educate your target audience
- News articles or blog posts can help you establish credibility

BLOG POST

<-- TYPE COMES DOWN TO PREFERENCE -->

NEWS ARTICLE

Blog Post Examples:

- 5 Foods You Have to Try at Joe's Pizza Shack
- 6 AC Mistakes You Should Avoid
- 5 Ways Hope for a Cure is Changing the World

- 1 original blog post up to 800 words in length (we write it)
- We will include up to 8 photos within the post (you must send us the photos)
- The post will be permanently placed on our website

FEE: \$175



NOTE: Already have a blog post ready to go and just need it posted? Great. **PUBLICATION FEE: \$50**

News Article Examples:

- Ollie's Italian Restaurant to Launch \$5 Value Menu
- BB&G Announces New Ownership, Expansion Plans
- Johnson's Auto Repair: Neglecting Oil Changes Can Cost You

- 1 original news article up to 800 words in length (we write it).
- We will include up to 8 photos within the article (you must send us the photos)
- The news article will be permanently placed on our website

FEE: \$175



NOTE: Already have a news article ready to go and just need it posted? Great. **PUBLICATION FEE: \$50** PAGE 7

PROMOTED VIDEO



OPTION 1 SELF-CREATED VIDEO

This option is ideal if you already have a video professionally made in house.

-After you provide us with your video, we will include the clip inside all of our online articles for at least 30 days

-We will also post your video on all of our social media accounts which will include a message that you help us craft.

**Minimum one month commitment*

**Video should be between :30 sec - 2:30*

FEE: \$80.00

OPTION 2 NEWS STYLE VIDEO

This option is ideal if you want a "news style" video created by 'The Berkeley Observer'

-We will work with you to identify the story angle of your video

-You must be able to provide us with up to 3 people to interview on camera

-We will work with you to schedule a time for the interviews and b-roll coverage

-The edited video will be approx. 2-3 min. in length.

-You will be provided with a digital copy

-We will share the video on our social media accounts. The video will include a permanently published story online.

FEE: \$500.00



Thank you for taking the time to review our media kit. Advertising on *The Berkeley Observer* will expose your product, service or announcement to a large, diverse readership in the biggest and fastest growing county in South Carolina.

While no media outlet - including us - can guarantee conversion rates, we can promise that you'll get interested readers who will take notice to your brand or message that otherwise may not have.

If you have any further questions regarding advertising, please feel free to reach out to us at:

news@berkeleyobserver.com

We promise to respond back within 24 hours.

FUNNY BUT TRUE

*"Advertising is totally unnecessary. Unless you hope to make money." -
Jef I. Richards*

"Trying to do business without advertising is like winking at a pretty girl through a pair of green goggles. You may know what you are doing, but no one else does." - Cyrus McCormick