

2019 MEDIA KIT // DIGITAL



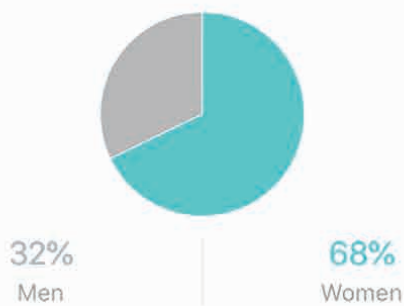
ANGELA LANDSBERG | EXECUTIVE DIRECTOR | ANGELA@NORTHPARKMAINSTREET.COM
 3939 IOWA STREET, SUITE 2, SAN DIEGO, CA 92104 | 619-294-2501
EXPLORENORTHPARK.COM | NORTHPARKMAINSTREET.COM

ABOUT EXPLORE NORTH PARK

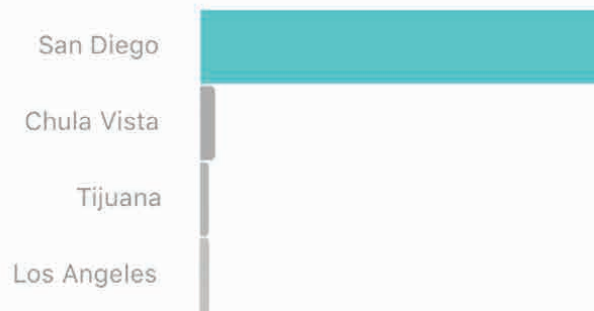
EXPLORE NORTH PARK IS A ROBUST NORTH PARK MAIN STREET MARKETING CAMPAIGN THAT ENCOMPASSES SAN DIEGO COUNTY, DRIVE MARKETS AND TOURISM MARKETING AFFILIATES.

OUR DEMOGRAPHIC AT A GLANCE

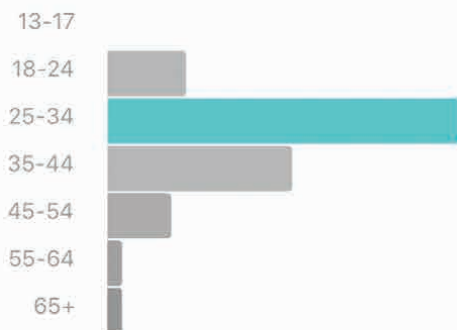
GENDER BREAKDOWN



CITY REACH BREAKDOWN



CITY REACH BREAKDOWN



OUR STATS >>>

FLIP THROUGH THE NEXT FEW PAGES TO SEE OUR OUTREACH STATS, INCLUDING SOCIAL MEDIA EFFORTS. IMAGINE YOUR SERVICE OR BUSINESS BEING HIGHLIGHTED.



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SOCIAL+
DIGITAL REACH

41.8K

INSTAGRAM FOLLOWERS

1.5K - 3K

INSTAGRAM STORY VIEWS

3K

FACEBOOK FOLLOWERS

2K

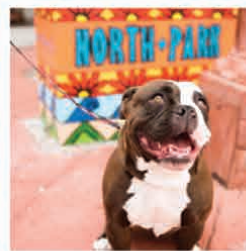
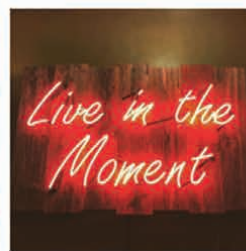
TWITTER FOLLOWERS

12K

EMAIL SUBSCRIBERS

200.7K

WEBSITE VISITS IN 2018



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YOUR INVESTMENT TO ALIGN YOUR BRAND WITH EXPLORE NORTH PARK.

WEB

SPONSORED STORY	\$500 PER STORY
HOME PAGE SLIDER	\$500 PER MONTH
INTERNAL PAGE HEADER	\$300 PER MONTH
HOME PAGE SQUARE	\$250 PER MONTH
BANNER AD	\$300 PER MONTH

SOCIAL

INSTAGRAM TAKE OVER	\$750 (PER DAY)
INSTAGRAM STORY	\$500 PER STORY
INSTAGRAM POST	\$250 PER POST
FACEBOOK POST	\$75 PER POST
CONTEST	\$250 PER CONTEST

EMAIL

DEDICATED EMAIL BLAST	\$1000
BANNER INCLUSION	\$250
EVENT INCLUSION	\$500

* ART FEES NOT INCLUDED. ALL CONTENT AND CREATIVE MUST BE IN LINE WITH THE EXPLORE NORTH PARK MESSAGING AND BRANDING.



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