

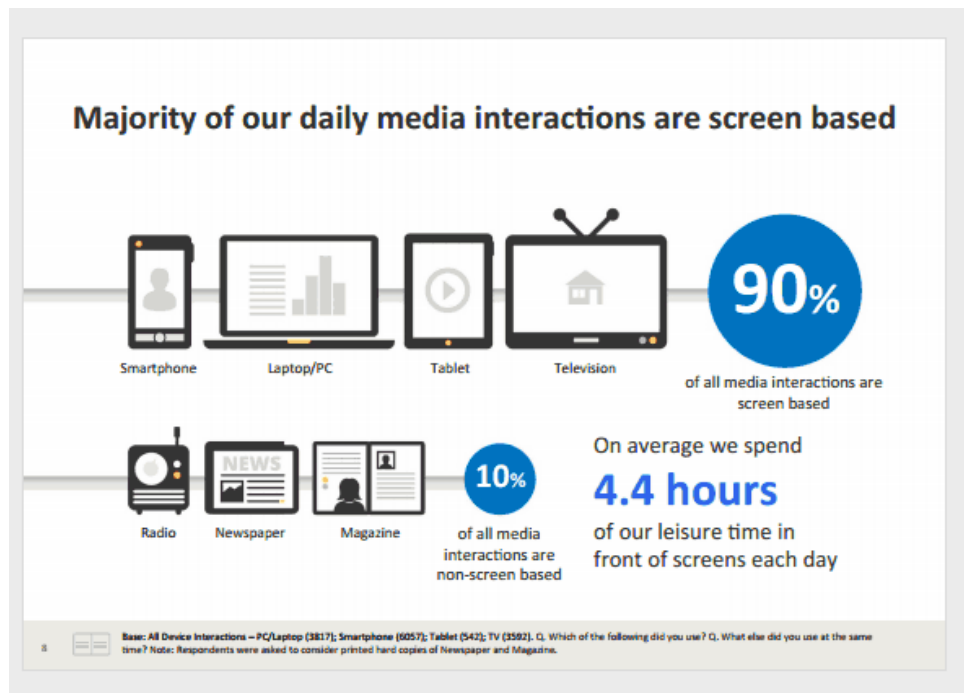
Paso Robles Daily News

Advertising Rate Card

The Paso Robles Daily News is the most comprehensive local source information on Paso Robles breaking news, events, politics, crime, police, city hall, sports, travel, wine, regional, and business news from writers, correspondents, photographers, reporters and local media. The website publishes thousands of local stories every year, with an average of more than 50 articles per week, making it the news leader of Paso Robles.

Online media

Online media is the single best form of local advertising. Online media dominates other forms media when it comes to targeting the audience you desire. It targets high value demographic households, younger consumers and offers more local impressions than any other media. Reach locals at their desktops and on the go on smartphones and tablets by advertising in the Paso Robles Daily News.



Circulation

Monthly Page Views	400,000+
Unique users	100,000+
Average Daily Views	15,000+
Facebook followers	24,000+
Twitter followers	5,000+
Daily E-mail Subscribers	7,000+



*Stats by Google Analytics, Jetpack and social sites for last 30 days current as of April 2022.

Traffic sources

Incoming traffic to the Paso Robles Daily News is growing rapidly and coming from a diversified number of sources.

Google search	40%
Social media	22%
Direct traffic*	17%
Google News	10%
Other referrers*	11%



* Direct traffic is from users who typed in pasoroblesdailynews.com, or clicked from an email.

* Other referrers include thousands of links on websites like News Break, SmartNews, Flipboard, LinkedIn, Reddit, Winebusiness.com, pasorobles-usa.com, Wikipedia.com, sgate.com, prweb.com and local sites.

Search terms

Paso Robles Daily News uses cutting edge search engine optimization (SEO) to dominate Google search results. Just do a Google search for “Paso Robles News” and you’ll see the Paso Robles Daily News above the Tribune, Paso Robles Press, KPRL, KSBY and the city of Paso Robles. The same high-tech SEO goes into every story we generate, giving us maximum exposure for thousands of search terms.

Examples of top search terms driving traffic to our site

paso robles news
paso robles newspaper
paso robles press
news
concerts in the park paso robles
mid-state fair
atascadero news
paso robles breaking news
paso robles tribune
lake nacimiento water level

Demographics

The Paso Robles Daily News has a high-income demographic with local decision makers, business owners and homeowners in the greater Paso Robles area. The site earns the desirable 24- to 54-year-old age group that makes major buying decisions.

Fact: News readership correlates to higher education.

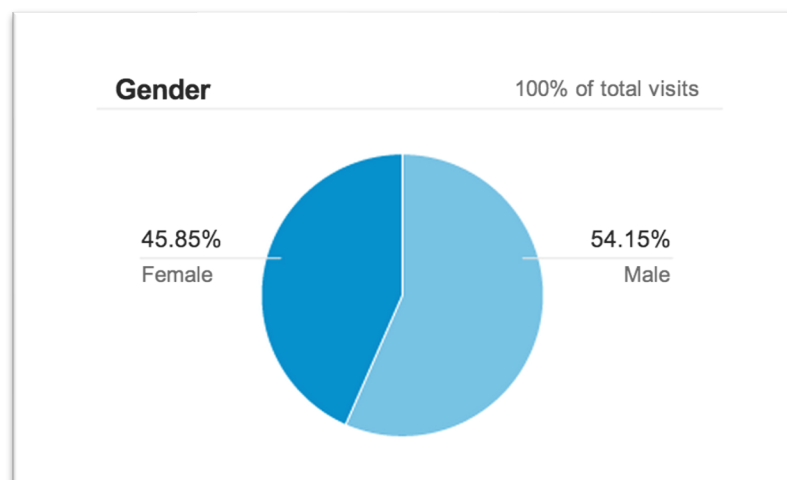
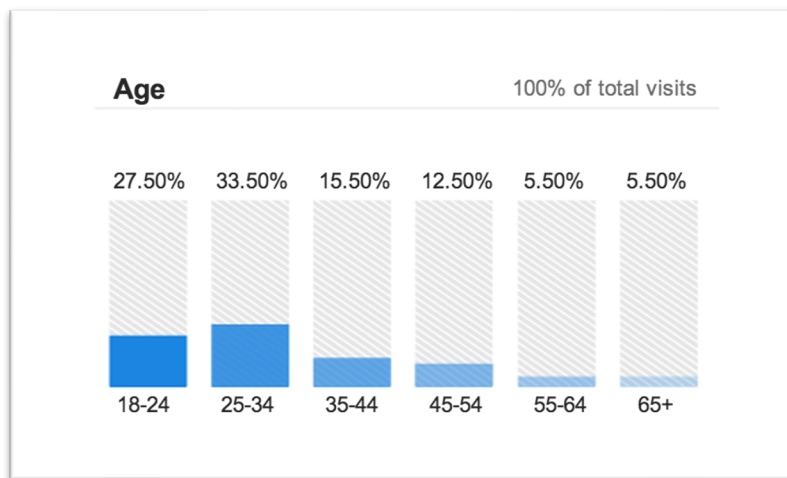
- 51 percent of college educated public read news every day.*

Fact: News readership correlates to higher income levels.

- 48 percent with household income over \$75,000 read news every day.*

*Data from 2009 Pew Research Center study

Paso Robles Daily News statistics



Images above from Google Analytics.

Paso Robles Daily News visitors by location

City ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
	89,966 % of Total: 81.85% (109,910)	35.14% Avg for View: 40.11% (-12.40%)	31,612 % of Total: 71.70% (44,087)
1. Paso Robles	29,670 (32.98%)	23.96%	7,108 (22.49%)
2. San Francisco	15,074 (16.76%)	31.78%	4,791 (15.16%)
3. San Luis Obispo	8,162 (9.07%)	35.09%	2,864 (9.06%)
4. Los Angeles	7,943 (8.83%)	39.27%	3,119 (9.87%)
5. Atascadero	7,877 (8.76%)	35.27%	2,778 (8.79%)
6. San Jose	1,230 (1.37%)	47.80%	588 (1.86%)
7. San Diego	943 (1.05%)	47.30%	446 (1.41%)
8. Bakersfield	716 (0.80%)	46.37%	332 (1.05%)
9. Santa Maria	699 (0.78%)	65.38%	457 (1.45%)
10. Salinas	693 (0.77%)	48.63%	337 (1.07%)

Paso Robles Daily News visitors on mobile vs. desktop

<input type="checkbox"/>	Device Category ?	Acquisition		
		Sessions ? ↓	% New Sessions ?	New Users ?
<input type="checkbox"/>		109,910 % of Total: 100.00% (109,910)	40.12% Avg for View: 40.11% (0.02%)	44,095 % of Total: 100.02% (44,087)
<input type="checkbox"/>	1. mobile	62,380 (56.76%)	36.97%	23,061 (52.30%)
<input type="checkbox"/>	2. desktop	34,765 (31.63%)	44.48%	15,462 (35.07%)
<input type="checkbox"/>	3. tablet	12,765 (11.61%)	43.65%	5,572 (12.64%)

Images above from Google Analytics.

Advertising rates

General display ads are 250 x 210 pixels and appear in a rotating box on the right hand column of the home page and at the bottom of story pages. Advertising on the home page is a great way to reach the local audience. Prices are as low as \$2.44/thousand views or CPM.



Option #1 – 25,000+ monthly views

- 10,000 views, one time ad - **\$149**
- Three-month advertising campaign* - **\$119/mo.**
- One-year advertising campaign* - **\$99/mo. – SUPER SAVER PLAN!**

Option #2 – 50,000+ monthly views

- 20,000 views, one time ad - **\$225**
- Three-month advertising campaign* - **\$195/mo.**
- One-year advertising campaign* - **\$165/mo.**

Option #3 – 100,000+ monthly views – Includes daily email!

- 35,000 views, one time ad - **\$360**
- Three-month advertising campaign* - **\$320/mo.**
- One-year advertising campaign* - **\$275/mo.**

Option #4 – 200,000+ monthly views – Includes daily email!


- 75,000 views, one time ad - **\$620**
- Three-month advertising campaign* - **\$560/mo.**
- One-year advertising campaign* - **\$487/mo. – BEST VALUE!**

Rotating ads

Our software dynamically serves and rotates display ads every time the home page or an article page is refreshed. This means that not every ad appears on every page at the same time. Your ad will appear to readers for the number of times agreed upon on your contract.

* Ad campaigns are for a minimum of three months and renew automatically on a month-to-month basis thereafter. Prices above are discounted on frequency. Campaigns shorter than three months will have a 10 percent additional cost. Ad design and proofing is free. Ads may be updated once per month for free, additional updates are \$75 per change. Monthly reporting is included.

Promoted Articles



World War II B-17 bomber coming to town Sept. 28- 29

—Promoted Post— — A
World War II Boeing ...

FULL ARTICLE

Promoted Article

A Promoted Article is the best way to communicate to Paso Robles Daily News readers. We will professionally write and edit your article, provide a proof, and distribute your news widely to the Paso Robles community. It's a great way to get your message out quickly and get results. –

Submitted ready to run: \$199 for one day, \$349 for four days*
Additional \$199 for article writing service

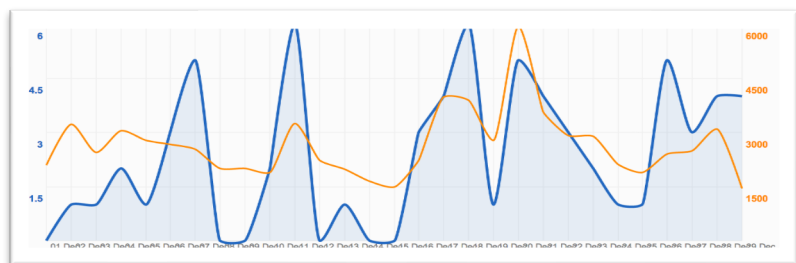
- Top right placement on home page
- Posted on website indefinitely
- Email distribution to over 7,000 subscribers
- Facebook post to over 24,000 followers
- Twitter and Tumblr post

Accountability

All advertising campaigns include transparency and accountability. Advertisers receive monthly reporting on the number of page views and click-throughs on their ad. The report is broken down numerically by the day. The report is delivered by email by the 5th of the following month.

Reliability

The Paso Robles Daily News is owned and operated by Access Publishing. Access has a 20-year track record of providing high quality, locally focused advertising and marketing campaigns in Paso Robles, CA. Access manages dozens of websites and print media publications. Our team of over 10 professionals is here to help you reach your organization's goals.



Graphic design

The success of an online ad depends on the quality of the creative. Graphic design is included free with every campaign. Copy changes can be made once a month at no additional charge. In design, the first thing we ask is "what do we want people to feel?" Delight, surprise, love, and connection are good places to start thinking. To make you ad powerful, keep it simple.

Mechanical specifications

All banner ads are 250 x 210 pixels. Set to 72dpi. Maximum file size is 60k.

Best practices

- Think of it like a billboard
- A powerful photo (use stock art)
- Small company logo top right
- Headline with 1-3 large words
- Compelling offer – a value proposition
- Call to action, such as “Click” to link to custom landing page

Biggest mistakes

- Too many words – more than 5
- Too many images
- Fonts too small to read
- Logo too large

Terms and conditions

All rates are subject to change. The publisher will not be bound by any conditions, printed or otherwise, appearing on any order blank, insertion order or contract when they conflict with the terms and conditions of this rate card, or any amendment hereof.

To earn discounted or frequency rates, a signed contract or order must be received and accepted by the publisher.

If an advertising contract or order is not fulfilled in any month, a credit will be applied for the following month.

Nonpayment of invoices may result in the termination of an advertising contract and a corresponding adjustment in the rates charged.

The publisher reserves the right, at any time and for any reason, to decline any advertising copy and to cease further publication of any advertising.

Only publication of an advertisement shall constitute acceptance of the advertiser's order. The publisher shall in no event be liable for failure to publish advertising when specified by the advertiser, provided that, if no advertising is published, any charges therefor received by the publisher shall be refunded.

Advertising agencies are responsible for payment of all advertising ordered on behalf of their clients, but the publisher reserves the right to hold the agency and the advertiser jointly and severally liable for all such payments.

The publisher reserves the right to revise, on notice of 30 days, any rates, terms and conditions of this rate card applicable to contract advertisers. Revisions affecting non-contract advertising may be made without notice. All advertisements are accepted for publication entirely upon the representation that the agency and/or advertiser are properly authorized to publish the entire contents and subject matter thereof.

It is understood that, in consideration of the publication of advertising, the advertiser and/or agency will fully hold harmless and fully indemnify the publisher from and against any and all claims, demands, suits, actions, proceedings, recoveries or expenses of any nature whatsoever, including reasonable fees of counsel selected by the publisher, arising directly or indirectly from the publication of any

advertisement (including, but not limited to, claims of infringement of copyright or trademark or claims of libel or invasion of privacy) or based upon or arising out of any matter or thing contained in any advertisement.

The advertiser/agency acknowledges and agrees that any advertisement submitted may be included in an electronic database of published pages.

Advertisers and agencies further agree to indemnify Access Publishing against any claims, including without limitation copyright claims, arising from such prohibited use should the advertiser fail to disclose such restriction.

Commission and Payment Terms

Advertising agencies recognized by the publisher receive a commission of 15% of gross. If advertiser/agency is credit-approved, advertiser/agency agrees to remit payment for advertising in accordance with the terms and conditions stated on the invoice. No other commissions or discounts apply.

Credit Terms

Payments for all advertising run on credit are due no later than the 15th of the month following the month in which the advertising run. All advertisers or agencies running advertising on credit agree to abide by these payment terms. Credit may be suspended without advance notice for accounts with delinquent balances.

Payments for all advertising run in credit will be invoiced weekly or monthly as mutually agreed for ads run during that period, and invoices shall be payable within 30 days after the date thereof, unless otherwise mutually agreed in writing by the parties.

Contact us

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