

Website Banners

	30 Days	45 Days	60 Days	90 Days	180 Days	1 Year	2 Years
<i>Sidebar</i>							
150x150	\$15.00	\$30.00	\$45.00	\$60.00	\$120.00	\$240.00	\$480.00
150x300	\$35.00	\$50.00	\$65.00	\$80.00	\$160.00	\$320.00	\$640.00
300x250 Rotate	\$55.00	\$70.00	\$85.00	\$100.00	\$200.00	\$400.00	\$800.00
550x250 Rotate	\$60.00	\$80.00	\$95.00	\$110.00	\$220.00	\$435.00	\$875.00
300x250 Solo	\$75.00	\$90.00	\$105.00	\$120.00	\$240.00	\$480.00	\$960.00
300x600	\$85.00	\$100.00	\$115.00	\$130.00	\$260.00	\$510.00	\$1,040.00
<i>Other Options</i>							
468x60	\$45.00	\$60.00	\$75.00	\$90.00	\$105.00	\$125.00	\$200.00
728x90	\$95.00	\$110.00	\$125.00	\$140.00	\$280.00	\$540.00	\$1,120.00

Unlimited impressions. Longer and shorter terms available – contact ad department for details.

PREPAID – ad must be paid before it can be published on the site.

Sponsored Content

Sponsored Post	\$45 - \$300
Link Insertion	\$25
Advertorial	\$45 - \$300

Sponsored posts and advertorials are permanent unless removal is requested. Allows for two links.

Additional links for sponsored posts are \$5 per link.

Advertorials and sponsored posts are required to have a FTC disclaimer.

*If we produce your radio commercial, there is a **\$50 PRODUCTION FEE***



Heartland Newsfeed Radio Network Ads

Weekday Morning Daypart (8:00 AM – 11:00 AM)

Time Slot	Ads / Week	:15		:20		:30		:45		:60		:90	
		A	B	A	B	A	B	A	B	A	B	A	B
8:00 AM 10:00 AM	3 minimum	\$8	\$11	\$13	\$15	\$17	\$19	\$21	\$25	\$27	\$29	\$33	\$36
10:00 AM 11:00 AM	3 minimum	\$9	\$12	\$14	\$19	\$18	\$21	\$23	\$28	\$30	\$33	\$36	\$38

Weekday Midday Daypart (11:00 AM – 3:00 PM)

Time Slot	Ads / Week	:15		:20		:30		:45		:60		:90	
		A	B	A	B	A	B	A	B	A	B	A	B
11:00 AM 01:00 PM	3 minimum	\$11	\$14	\$16	\$20	\$22	\$24	\$26	\$28	\$31	\$34	\$37	\$40
01:00 PM 03:00 PM	3 minimum	\$12	\$15	\$17	\$21	\$23	\$25	\$27	\$29	\$32	\$35	\$38	\$41

Weekday Evening Daypart (3:00 PM – 9:00 PM)

Time Slot	Ads / Week	:15		:20		:30		:45		:60		:90	
		A	B	A	B	A	B	A	B	A	B	A	B
03:00 PM 05:00 PM	3 minimum	\$13	\$16	\$18	\$22	\$24	\$26	\$28	\$30	\$33	\$36	\$39	\$42
05:00 PM 07:00 PM	3 minimum	\$14	\$17	\$19	\$23	\$25	\$27	\$29	\$31	\$34	\$37	\$40	\$43
07:00 PM 09:00 PM	3 minimum	\$15	\$18	\$20	\$24	\$26	\$28	\$30	\$32	\$35	\$38	\$41	\$44

A: Weekly rate for ad campaigns running 1 to 36 weeks. B: Weekly rate for ad campaigns running a full year.

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Heartland Newsfeed Radio Network Ads

Weekend Daypart

Time Slot	Ads / Week	:15	:20	:30	:45	:60	:90
All Dayparts	3 minimum	\$18	\$22	\$26	\$30	\$34	\$38

Weekly rate for all ad campaigns. 52 week agreement requested.

Heartland Newsfeed Podcast Network Ads

	:15	:20	:30	:45	:60	:90
Pre-recorded	\$10	\$14	\$18	\$22	\$26	\$30
Hard Read	\$14	\$18	\$22	\$26	\$30	\$34
Production Fee			\$25			

Rate is per podcast. Sponsorships are separate from this price schedule. Please contact for your pitch for a sponsorship.

PREPAID and POSTPAID options available for all radio and podcast advertising.

PREPAID is paid up front at time of sale. POSTPAID means an invoice will be sent at the end of a 30-day billing period.

Accepted Payment Methods



Bitcoin, Bitcoin Cash, Ethereum, Litecoin, Dogecoin, DASH, Ripple, Zcash, Factom, STEEM, Ethereum Classic, Cardano, Monero – contact ad department for details.

If we produce your radio commercial, there is a \$50 PRODUCTION FEE

Program Sponsorships
Limited Availability

Football	Baseball			
Gridiron Developmental	American Association	Frontier League	Prospect League	
OPTION 1: 11 GAMES ESTIMATED PRESEASON & REGULAR SEASON OPTION 2: SEASON PACKAGE 18 GAMES INCLUDES GDFL PLAYOFFS OPTION 3: PLAYOFF PACKAGE ALL 7 PLAYOFF GAMES	OPTION 1: 112 GAMES ESTIMATED REGULAR SEASON OPTION 2: SEASON PACKAGE 127 GAMES INCLUDES AA PLAYOFFS OPTION 3: PLAYOFF PACKAGE ALL 15 PLAYOFF GAMES	OPTION 1: 96 GAMES ESTIMATED REGULAR SEASON OPTION 2: SEASON PACKAGE 106 GAMES INCLUDES FL PLAYOFFS OPTION 3: PLAYOFF PACKAGE ALL 9 PLAYOFF GAMES	OPTION 1: 57 GAMES ESTIMATED REGULAR SEASON OPTION 2: SEASON PACKAGE 66 GAMES INCLUDES PL PLAYOFFS OPTION 3: PLAYOFF PACKAGE ALL 9 PLAYOFF GAMES	
<i>Prices are per game.</i>				
	:30 / :60	1:30	2:00	2:30
PLAYOFF PACKAGE	\$55	\$80	\$105	\$130
REGULAR SEASON	\$75	\$100	\$125	\$150
FULL PACKAGE	\$95	\$120	\$145	\$170
Sports Programming Limited Availability		Other Programming Limited Availability		
Local Sporting Events: 20% off daypart rate iMedia Radio Network Sporting Events: 20% off daypart rate All Other Events: 20% off daypart rate All Other Events includes any production in partnership with: Ambush Sports Network, Midwest Sports Network, My Sports Vote, Overtime Heroics, Deep South Media Group or other entities				

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Available Services

Classifieds:

\$4.50/25 words, \$0.15/additional word

Laminating: *Includes 8.25% sales tax*

Small cards: \$2.00 + 0.17 = \$2.17

8.5" x 11": \$3.50 + 0.29 = \$3.79

8.5" x 14": \$4.00 + 0.33 = \$4.33

11" x 17": \$4.50 + 0.37 = \$4.87

Legal Notices:

All Notices: \$55

Add \$15 for E-Edition publication

Other Services:

Business Cards: Contact for quote

Add \$7.50 for black on back side

Add \$15 for color on both sides

Add 8.25% sales tax

E-Edition Advertising: \$4.25 p.c.i.

5 column size max

Contact for further size information

\$1.50 p.c.i. upcharge for color ad

Voiceover Production: \$25

Applies to Podcast Network advertising

\$50

Applies to program sponsorship ads

\$75

Minimum rate for other projects

Available Services

Additional Photo: \$15

Early Publication:

Within 48 hours \$10

Within 24 hours \$20

Within 12 hours \$30

Within 6 hours \$40

Within 3 hours \$50

Immediate \$75

Obituary Publication:

Obituary \$25

Obit w/ photo \$40

Facebook \$10

Additional photo \$5

Minimum cost will be \$35 or \$50 unless Facebook publication option is declined.

Requested items:

- Funeral home to bill
- Billing address (if opting for mailed invoices) **OR**
Email address (if opting for e-invoices)
- Name of deceased
- Requested publication date
- Obituary (and if applicable, any photos)

Website Banners

728x90



468x60



150x150	150x300 (or 300x150)	300x250

550x250

Would you like to advertise here?

550 x 250 rotating space available
\$60/month

Email us at ads@heartlandnewsfeed.com

Ad Locations:

728x90: Header, below Recent Stories, below World News, between Sports and Entertainment, between Business and Opinion, above Footer

468x60: below Illinois/Missouri News, between Entertainment and Gaming/Tech

150x150 & 150x300/300x150: Right and left sidebars (front page only)

300x250: Right and left sidebars

550x250: below Local News

300x600: Right and left sidebars (front page only)

300x600



**Power your new year
workout with deliveries
via Instacart.**

*Delivery subject to availability, additional terms apply.

5 CREATIVE WAYS TO MARKET LOCAL EVENTS ONLINE

October 23rd, 2012

Request a Demo (<https://evvnt.com/demo/>)

Promote an Event (https://new.evvnt.com/?partner=evvntPUB&with_navbar=true&partner_name=evvnt#/basics)

Partners (<https://evvnt.com/partners/>)

Just because you are holding your event offline doesn't mean you can't market it online!

An online campaign can supplement your standard local event promotional tactics – which usually range from reaching out to local media to mobilizing a network of local brand advocates.

There are a number of great ways that you can utilize social media to get the word out about your local event. The important part of the equation is to link these efforts to a broader promotion plan, and let your online activities supplement your typical media promotions.

Strategic use of online marketing can help stimulate word of mouth discussions about your event and make it easy to share event details with your target communities. Here are some tactics to consider.

1. Create a Facebook event

Start spreading the word by creating an event on Facebook and sending it to your friends. Include all of the information about your event, some compelling copy illustrating the big draws – i.e. local cuisine, craft demonstrations, guest speakers, wine tasting, etc. and ask that your friends share the invitation with anyone who may be interested in attending. Be sure to update the event page every week or so, encouraging people to RSVP and providing some teaser content so that friends keep your event on their radar. Facebook invites are easy to pass along to friends in the area, and may boost your word of mouth sharing.

You can also share event information with area groups and shared interest groups that would be a good fit with the event you're promoting.

2. Look for online event calendars

One of the most popular types of regional sites are event calendars. These list everything from major concerts to business events to local family festivals.

Start by checking the website of your local newspaper, and organizations like your town's senior center, rec hall, and parks division. Many will feature events. National media outlets like AOL's Patch network operate very active local events calendars.

Search for "events" + your town name, county name, and the nearest big cities. The search results returned will provide you with a short list of websites that cover local events. Prepare a simple entry that you can submit that includes event name, dates, a short description, cost, location, and links to a website or your Facebook page as appropriate.

3. Teaser content

We mentioned teaser content in relation to your Facebook invitation. It's important to generate some teaser content, or sneak peeks of some of the cool stuff at your event, in order to keep people engaged.

If you are writing posts on Facebook and Twitter that say 'Come to my event' over and over, then people are just going to ignore you. If you're posting sneak peeks for friends who are interested in your event's theme, then people will be more likely to engage and share.

Tip: if you are posting teaser content and info about your event on Twitter, be sure to use a hashtag with your event title or acronym. This makes it easier to track these conversations over time.

When generating teaser content, focus on four kinds of content which can be guided by a popular copywriting formula. Get their Attention, hold their Interest, build their Desire to attend your event, and get them to take Action (AIDA). Focus on what differentiates your event, the benefits to the individuals for attending, and any deals or special surprises that would make your target audience want to take action now. Actions could be buying tickets, RSVPing, or actually attending the event.

4. Don't underestimate the importance of visual content

Social media experts will tell you: people love to like and share photos on social media. In fact, it's estimated that photos are up to five times more engaging than links or basic text updates. You can capitalize on this by posting photos from previous events, performer photos, video interviews, etc. You can also share promotional photos of your guest speakers, images of the venue, and other content that might be interesting. If you've booked a speaker, perhaps there's a great video of them speaking on YouTube. Share them on your event wall and your Facebook page to add to your content mix and increase engagement.

5. Keep the momentum going post-event

Online engagement doesn't have to stop after your event is over. In fact, most people appreciate having an outlet to share their thoughts, experiences, and photos from the event. Encourage people to share on your timeline or schedule a Twitter chat so that people have a way of providing you with feedback. This will also help you build your connections and audience to promote future, related events.

By taking a multi-faceted approach to marketing your local event through word of mouth and social media advertising, you will reach a broader audience ensuring the success of your upcoming event. So don't just stick an ad in the local paper, tell a couple of friends, and hope for the best. Be proactive and take your marketing efforts online!

Request a Demo (<https://evvnt.com/demo/>)

Promote an Event (https://new.evvnt.com/?partner=evvntPUB&with_navbar=true&partner_name=evvnt#/basics)

Partners (<https://evvnt.com/partners/>)



redbox. TRY REDBOX & GET A **FREE** 1-NIGHT DVD RENTAL

Free 1-night DVD rental will be awarded as 1500 pts. Payment card required. Charges apply for add'l days. Can't be combined w/other offers. Subject to add'l terms. Void where prohibited.

TRY TODAY

RECENT STORIES



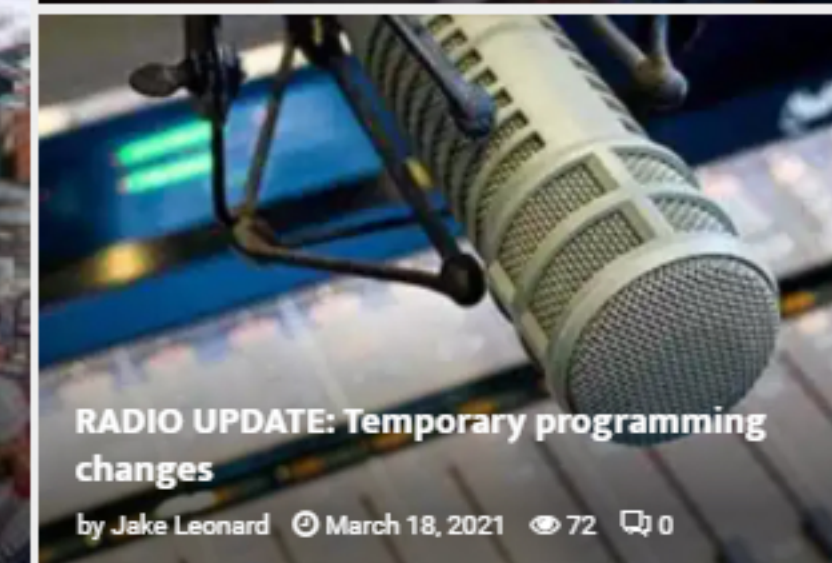
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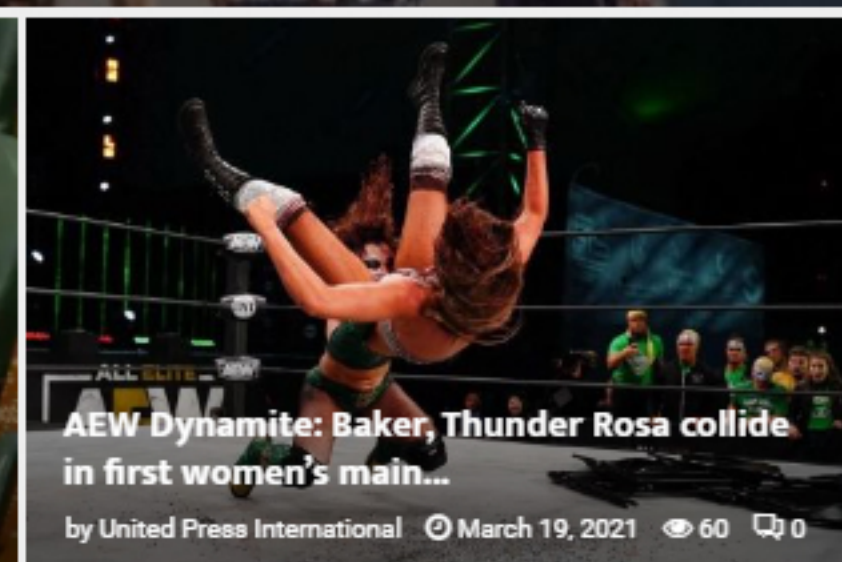
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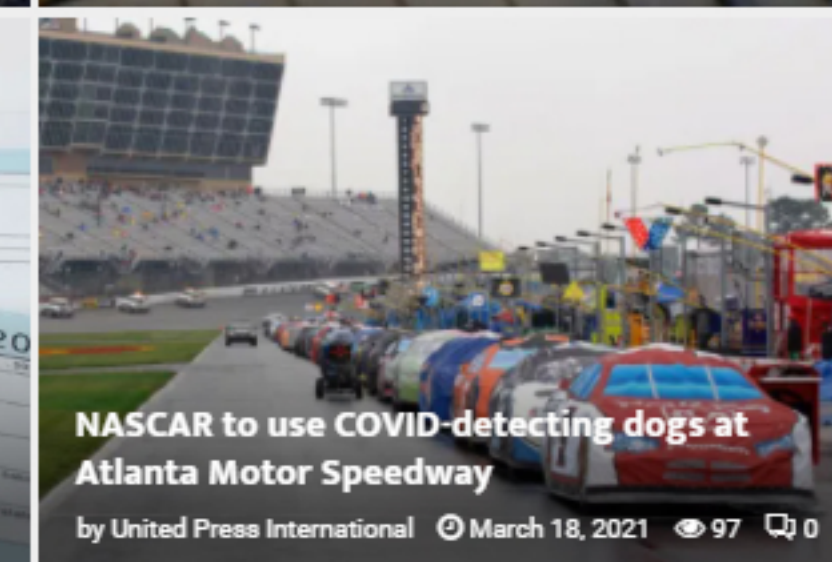
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