

Grand Strand DIGITAL MEDIA KIT

grandstrandmag.com



DIGITAL ADVERTISING OPPORTUNITIES

EDITORIAL VIDEO

Grand Strand Magazine brings engaging and interesting editorial stories to life through rich-media video content on our website and a variety of other digital platforms, creating an opportunity for advertisers to reach our audience by sponsoring our editorial video projects.

ADVERTORIAL VIDEO

The same high quality as our editorial videos, but advertorial videos have a clear focus on advertiser exposure. Show off your brand by allowing our digital team to conceptualize a marketing effort that will separate you from your competitors and bring that effort to life through video.

VIDEO AD

Already have a video ad or commercial? Great! We have the perfect online platform and network to showcase your video ads and help you reach a whole new audience. Our high user engagement at below market prices are sure to bring results.

SOCIAL MEDIA POST

Tap into our social media network of over 9,500 engaged followers, through a variety of interactive content on a diverse spectrum of mediums. Use your own content and voice to speak directly to our followers, or just sponsor some of our great content.

LARGE LEADERBOARD

Make a statement with our exclusive large leaderboard placement. Your ad will appear at the top of our website homepage and ALL other sub content pages, with no other ads to compete with. Anyone who enters our site will see your ad.

SKYBOX

Another great option to put your branding along side our great website content. Skybox ads rotate through the site and have high visibility.

SPONSORED E-BLAST

Send a custom promotion to our entire newsletter subscriber base.

2018 PRICES

| | | |
|----------------------------------|--------------------------|---------------------------------------|
| Editorial Video..... | \$450 per video | |
| Advertorial Video..... | \$600 (content provided) | \$1,800 (produced in-house) per video |
| Video Ad..... | \$600 (content provided) | \$1,800 (produced in-house) per month |
| Social Media Post..... | \$500 per post | |
| Exclusive Large Leaderboard..... | \$750 per month | |
| Skybox..... | \$350 per month | |
| Sponsored E-Blast..... | \$650 per blast | |

Examples

VIDEO DISPLAY, EDITORIAL AND ADVERTORIAL



Social Networks



INSTAGRAM



FACEBOOK



GRANDSTRANDMAG.COM LARGE LEADERBOARD AD



BY THE NUMBERS

- 200,000+ Annual Website Page Views
- 9,500+ Social Media Reach
- 4,000+ newsletter subscribers
- 70% Local Web Traffic
- 60% Traffic on Mobile Devices

GRANDSTRANDMAG.COM SKYBOX AD



TWITTER

