



Farmington Voice • 33414 Oakland St. #2 • Farmington MI 48335

Who are we?

Farmington Voice is Joni Hubred, a 13-year veteran of F2H community news, and a community of contributors who provide news tips, information, event announcements, opinions, photos, and more.

What do we do?

Simply put, we provide a hub for Farmington area news – and *only* Farmington area news.

Why do we do it?

We believe that good information helps people make better decisions. And people who make better decisions create a stronger community. We stand for and support a peaceful, safe, prosperous, connected, strong Farmington.

Who are we writing for?

All Farmington area residents and business owners, and anyone interested in living or doing business in our community.

Key qualities and benefits?

Farmington Voice publishes news daily and nimbly alerts readers to public safety issues and opportunities to learn more about the community, local government, local organizations and businesses. We use social media, SEO, and other tools to reach and build our community of readers.

Why partner with Farmington Voice?

We offer a wide variety of advertising options, from standard banner ads to sponsored content, and we're willing to look at out-of-the-box ways to help you reach our readers.

In addition, you're aligning with – and providing foundational support for – a trusted and rapidly growing source for accurate, in-depth local news.



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Farmington Voice: By the numbers

Advertise with *Farmington Voice* and reach more than 13,000 readers each month who have a keen interest in all things Farmington and Farmington Hills!

Geography

More than 85 percent of *Voice* readers come from our community; an additional 13 percent live in Livonia, West Bloomfield, Southfield, and other surround cities.

Gender

Two-thirds of our readers are female.

Age

More than two-thirds of our readers are between the ages of 25 and 54.

Email

More than 700 local residents receive our daily (except Sunday) emails, which have above industry average open (48%) and click (above 20%) rates.

Social

Our social media reach extends to more than 3,300 followers on Facebook, 970 on Twitter, and 500 on Instagram.



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ADVERTISING RATES

Effective January 1, 2018

Ad type	Placement	Cost
Header (<i>Booked through 3/18</i>)	Top of site, all pages	\$60 wk/\$210 mo
Home Banner (<i>1 available</i>)	Under menu, all pages	\$50 wk/\$180 mo
Sidebar	Right sidebar, all post pages	\$50 wk/\$180 mo
Email	In daily email	\$30/wk, \$100 mo
Sponsored Post*	In news feed	\$85 per post

* Client submits text and photos. Headline, brief summary, and link appear in our daily email for one week following publication. Posts are shared on Facebook and Twitter, and will be permanently archived.

To learn more, call 248-568-0581, or write to joni@farmingtonvoice.com.



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AD SPECS

Header (Booked through 3/18) 728p x 90p – jpg or png format, file size max 500k



Home Banner (1 available) 1220p x 150p – jpg or png format, file size max 500k



Post 800p x 100p – jpg or png format, file size max 500k



Post Sidebar 300p x 300p – jpg or png format, file size max 500k



Email 800p x 100p – jpg or png format, file size max 500k