



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

Advertise with *Farmington Voice* and reach more than 20,000 readers each month who have a keen interest in all things Farmington and Farmington Hills!

Geography

About 90 percent of *Voice* readers come from our community; an additional 10 percent live in Livonia, West Bloomfield, Southfield, and other surrounding 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

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



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ADVERTISING RATES

Effective June 1, 2018

Ad type	Placement	Cost
Header (<i>Booked through 9/18</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
Sidebar	Homepage	\$40 wk/\$150 mo
In Story Ad	Top of post	\$40 wk/\$150 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

The screenshot shows the top navigation bar of the Farmington Voice website. On the left is the 'Farmington Voice' logo with the tagline 'News from the heart of our community'. To the right is a red-bordered advertisement for Paulson's, which reads: 'Paulson's "The Metro area's largest display of LG and Sony 4K OLED (Organic Light Emitting Diode) TVs, available in 55", 65" and 77" screen sizes, starting at \$1999." audio/video & more!'. Below the navigation bar, the 'FARMINGTON HILLS' menu item is highlighted in red.

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

The screenshot shows a home banner on the website. On the left, there is a row of colorful stick figures in various colors (green, yellow, red, blue, purple, orange, pink). Below them is the text: 'You need news. We need you. farmingtonvoice.com/support'. On the right, there is a dark blue box with white text that says: 'Our space, your message. farmingtonvoice.com/support'. The navigation bar from the previous screenshot is visible at the top.

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

The screenshot shows a sidebar on the website. On the left, there is a news article titled 'FARMINGTON SELLS COURTHOUSE PROPERTY, PENDING APPROVALS' dated October 16, 2017. The article text mentions that Farmington officials approved a deal for 14 single-family homes. Below the text is a photograph of a residential development plan. On the right, there is a 'HEADLINES SENT TO YOUR INBOX' section with a 'Subscribe to our mailing list' form, including an email address input field and a 'SUBSCRIBE' button. Below that is a 'LET'S GET SOCIAL' section with social media icons for Facebook, Twitter, and Instagram.

Email and In Story Ads 800p x 100p-300p – jpg or png format, file size max 500k