

The
SOUTH BEND
VOICE



Media Kit - December 2014

The SOUTH BEND VOICE

Mission Statement:

South Bend Voice is a people-powered news website focused on quality journalism, cultural awareness and informed opinion from independent voices throughout Northern Indiana and beyond.

Our goal is to inform our readers, engage the community, generate healthy debate, and pose tough questions of local leaders.



Kyle W. Bell *Editor in Chief*

For additional information,
you may contact me directly at the following:

574.386.8095

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Milestones:

June 25 - Site launch

July 16 - 1,000th visitor

August 25 - 5,000th visitor

October 1 - First YouTube video interview published

October 17 - New dynamic design launches

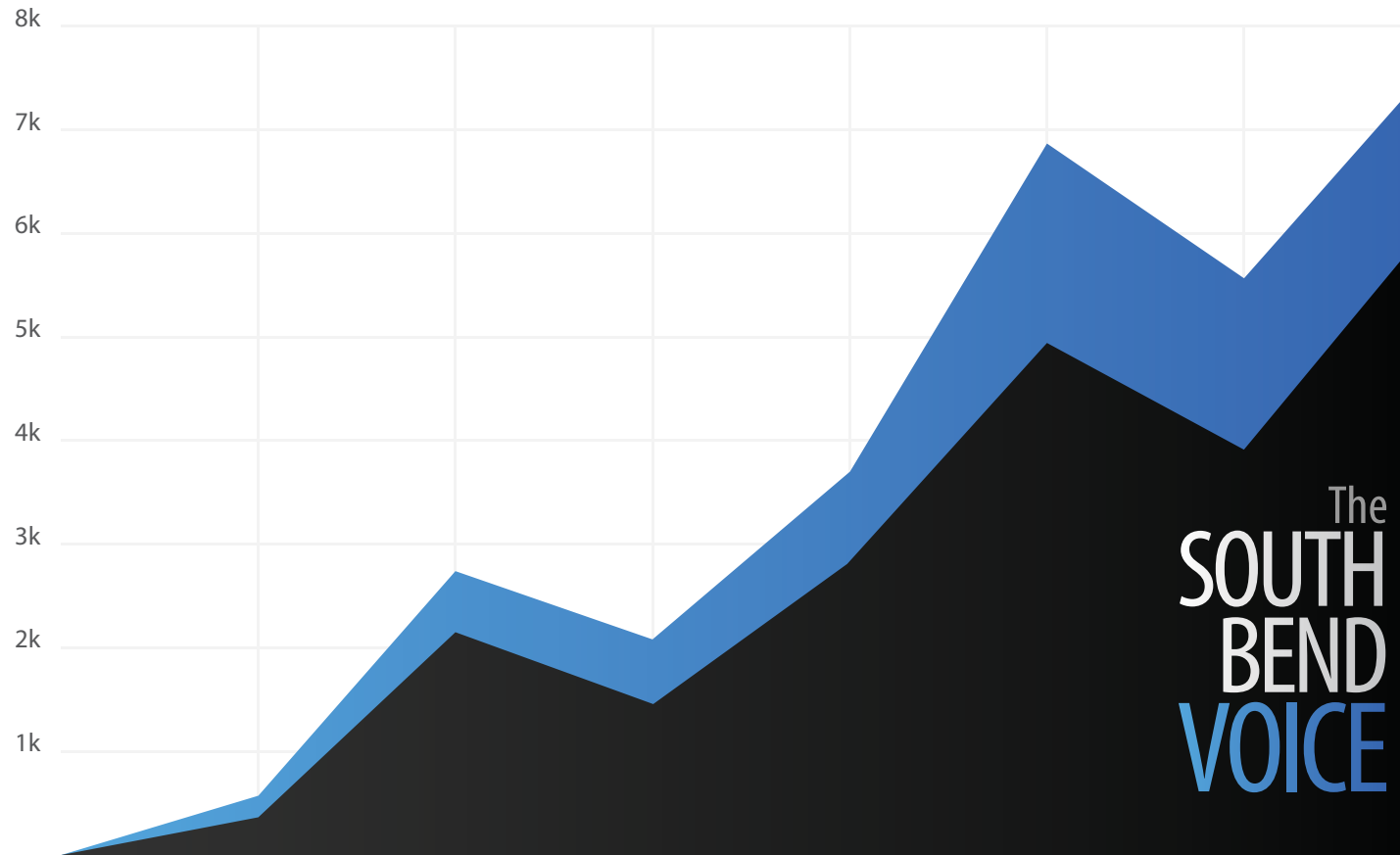
November 2014 - Local candidates respond to debate-style questionnaires ahead of election, including both candidates for St. Joseph County prosecutor

December 2014 - Most hits of any month (7,756)

January 2015 - 30,000th visitor

Hit Trends 2014 May–December

Page Views 
Unique Visits 



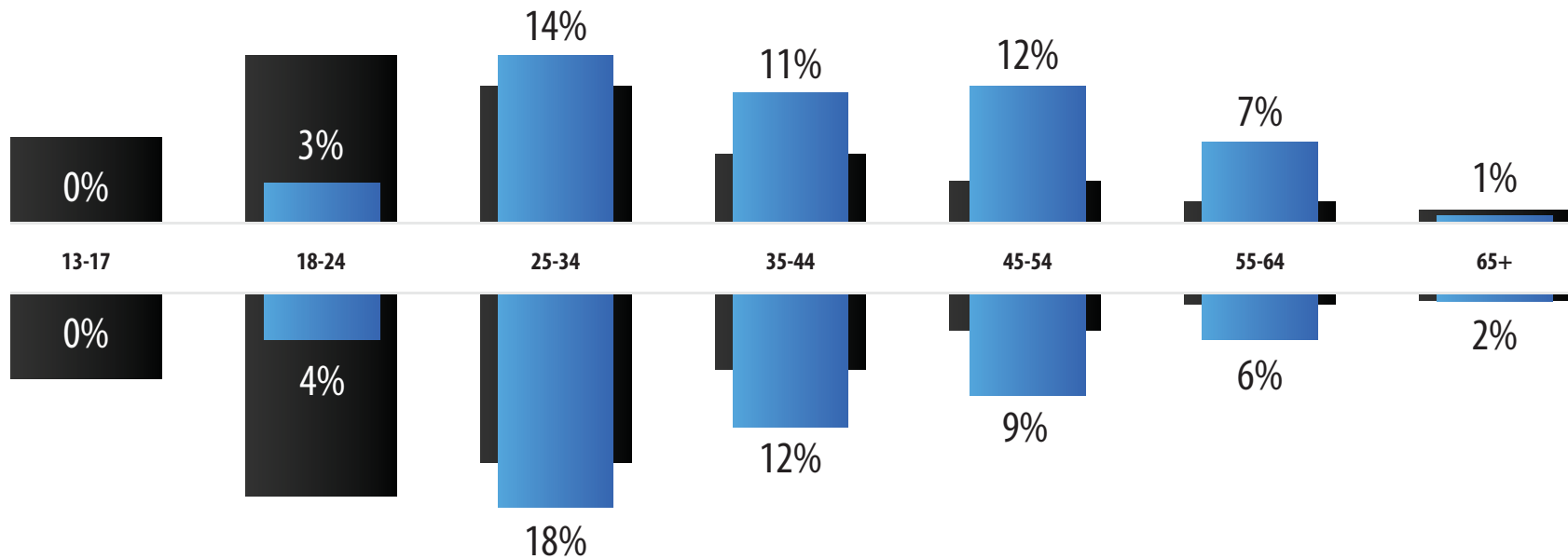
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Women

48% Your Fans



46% All Facebook



Men

50% Your Fans



54% All Facebook



Facebook Monthly Facts

*All data is for the month of December 2014

17% "Likes" growth in December 2014

FB posts reached over **19,000 users** (organic reach)

Highly engaged user base with over **800 likes, comments and shares**

Fans split evenly between male and female

40% of FB fans in key **18-35 demographic**

58% of FB fans **live in South Bend** / **78%** in **South Bend Metro Area**

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Twitter Monthly Facts

*All data is for the month of December 2014

13% "Followers" growth in December 2014

Tweets reached over **16,000 followers**

Engagement rate of **2.2%**

65% of followers male / **35%** female

49% of followers live in **South Bend Metro Area**

Top Interests

66% Business and news

63% Politics and current events

45% Comedy (Movies and television)

40% Business news and general info

35% Movie news and general info

31% Tech news

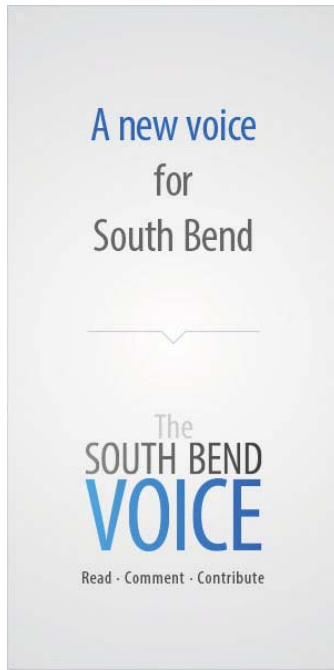
22% Technology

21% Political elections

20% Sports news

19% Financial news

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300x600 Half Page



728x90 3:1 Rectangle



300x100 3:1 Rectangle



720x300 Pop Under



300x250 Medium Rectangle

Ad Spaces

Sizes, Positions, Pricing

Sizes in pixels.

Price per 1,000 impressions.

Home Page Body

728x90 (Leaderboard) *Top* - \$15

7280x90 (Leaderboard) *Below Featured Articles* - \$8

7280x90 (Leaderboard) *Below News Roll* - \$4

Ad Injection

728x90 (Leaderboard) *Article Injection* - \$10

Side Bar

300x100 (3:1 Rectangle) - \$5

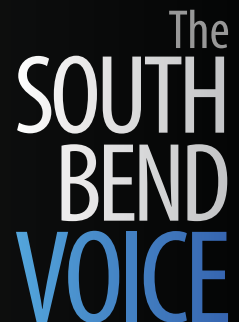
300x250 (Rectangle) - \$8

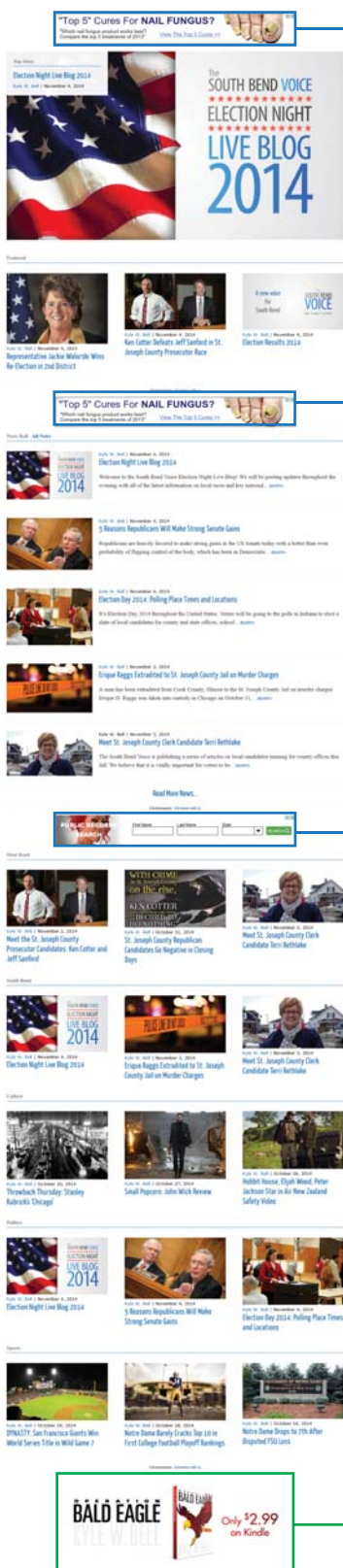
300x600 (Half Page) - \$8

Bottom of All Pages

720x300 (Pop Under) - \$6

728x90 (Leaderboard) - \$4





728x90 3:1 Rectangle
Top, Page Body, Article Injection

720x300 Pop Under
Page Bottom

300x100 3:1 Rectangle
Side Bar

300x250 Medium Rectangle
Side Bar

300x60 Half Page
Side Bar

**Additional clusters may be added
to the side bar.**
300x100, 300x250, 300x600

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A new voice for South Bend

