

Eastside News now offers digital advertising or sponsorship on its digital Eastside News articles. Generally, the Goodman Community Center posts 4-6 ESN articles during each news cycle on goodmancenter.org. With digital advertising, your business or event can be associated with one of these articles and be seen well outside Madison's east side.

Examples of the ad sizes are shown on page 2.

ESN offers 3 affordable options

Digital advertising on the Eastside News cover story (\$75)

After each edition, the cover story is prominently promoted several places on the Goodman website. It stays front and center for the whole news cycle. Advertising on the cover story receives:

- Leaderboard banner at top of story — 728 pixels wide by 90 pixels tall
- Large rectangle embedded within story — 336 pixels wide by 280 pixels tall
- Images link to advertiser's chosen url

Digital advertising on a standard Eastside News article (\$40)

- Leaderboard banner at top of story — 728 pixels wide by 90 pixels tall
- Image links to advertiser's chosen url

Digital sponsorship of a standard Eastside News article (\$20)

- Advertiser's logo at bottom of article (any size, .png image with transparent background is the preferred format but not necessary)
- Logo links to advertiser's chosen url
- Plain text that reads, "The digital version of this story is brought to you in partnership with (business name)"

All options include advertiser being tagged on Facebook

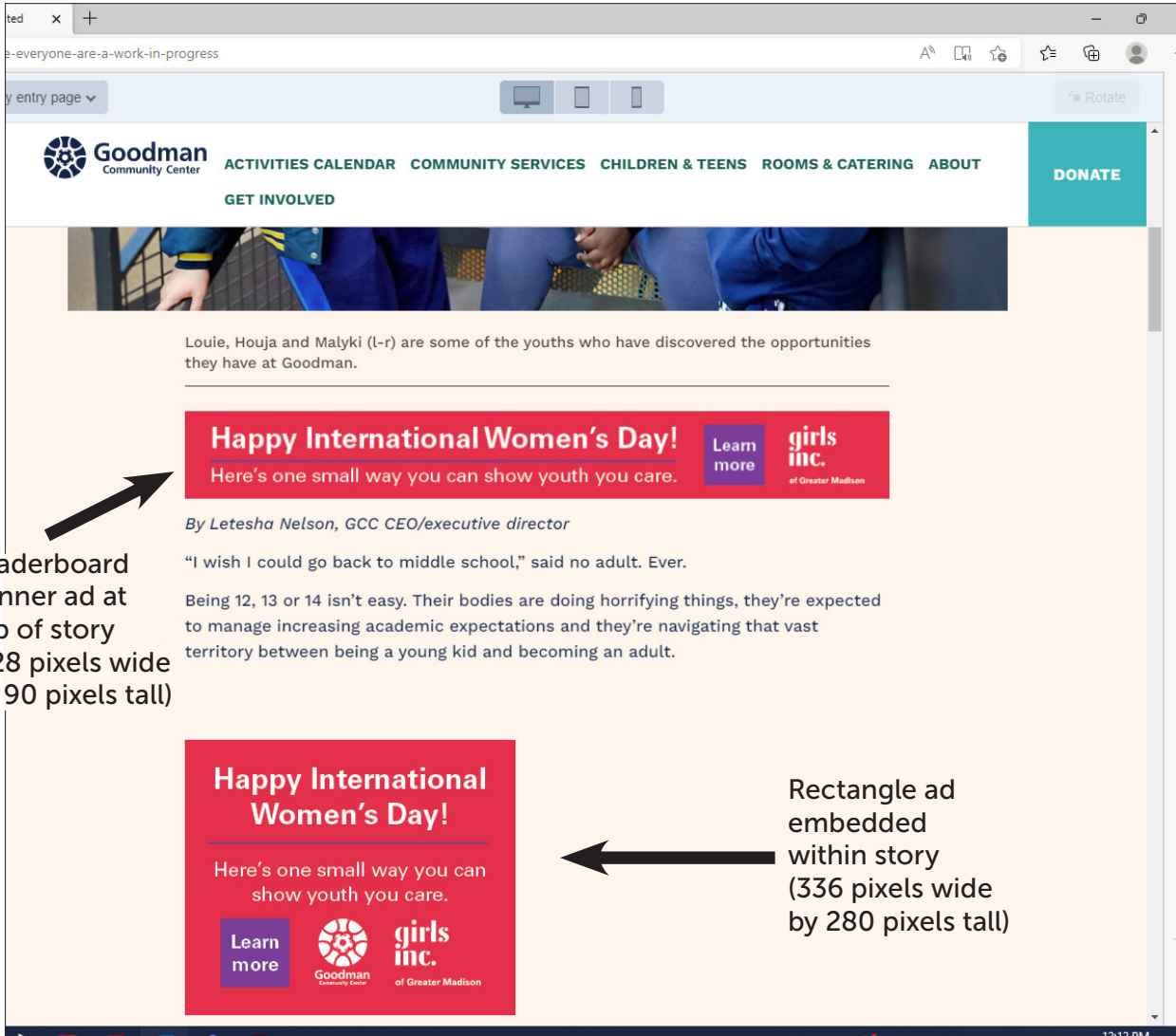
Just a reminder

Eastside News is published six times a year by the Goodman Community Center. It contains news and information about events, issues, resources and programs at Goodman and the greater community on the east side of Madison. The 24-page full-color newspaper is edited and produced by Goodman staff and volunteers.

Ads helps keep our community connected

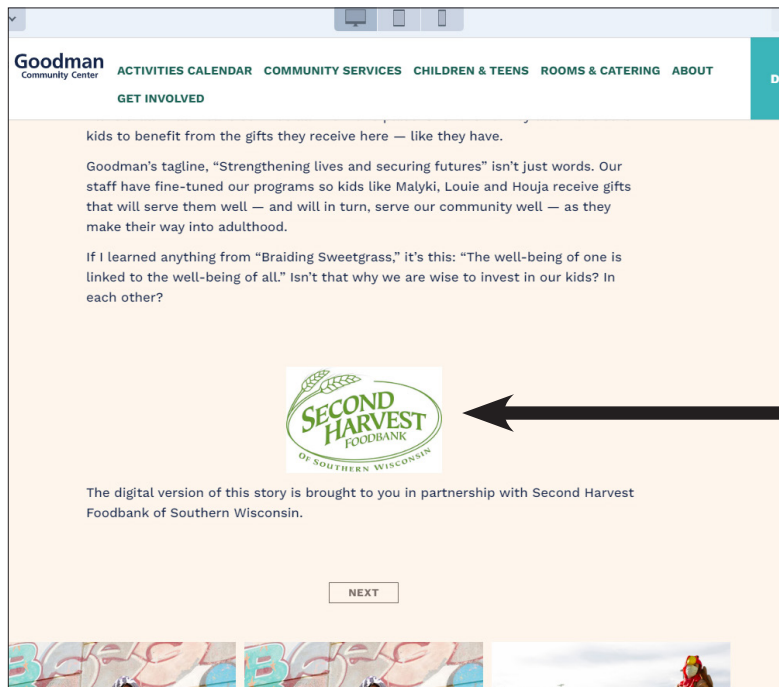
Advertisers' support makes publishing this valued community resource possible and supports the Goodman Community Center. Eastside News also reflects and fosters pride in our community.

How your digital ad/sponsorship would look



Leaderboard banner ad at top of story (728 pixels wide by 90 pixels tall)

Rectangle ad embedded within story (336 pixels wide by 280 pixels tall)



Sponsorship logo at end of digital article