

COUNTY

17

# ADVERTISING

2023 RATE CARD

FIRST, FAST & FOREVER FREE

## DISPLAY ADS



Full-color, animated display ads rotating in a variety of positions and sizes throughout the C17 site and app.

- Limited number of advertisers
- Free ad design & changes
- Minimum 50,000 impressions/month
- Ad design & reporting included

**\$600 / MONTH**

**\$500 / MONTH**  
with 12-mo. commitment

**\$400 / MONTH**  
with 12-mo. commitment & advance pay

**\$150 / MONTH**  
10,000 impressions (static ads only)

## PROMOTED POST



**Promoted posts** appear in the news feed just like a standard County 17 article.

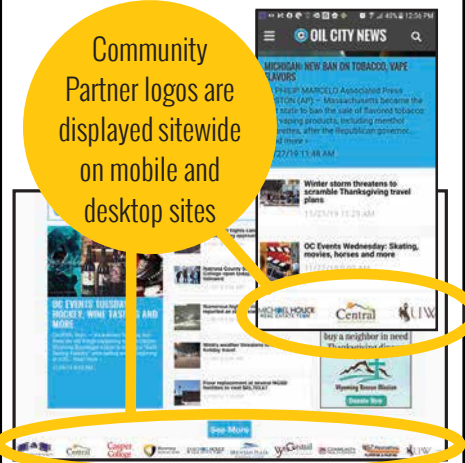
- Includes visual identification as promoted content
- Also shared to C17 Facebook with over 23,000 followers
- Ideal for sharing jobs, events, announcements, special offers, new services, testimonials or achievements

**\$300 / POST OR  
5 POSTS FOR \$1,000**

## COMMUNITY PARTNERSHIP

**ONLY 10 AVAILABLE!**

Community Partner logos are displayed sitewide on mobile and desktop sites



Community Partners receive **logo placement on every page** of desktop, mobile web and app versions of County 17. Package also includes **full category exclusivity** within display ads, 12 Promoted Posts, and **FREE access to County 17 Jobs Board** launching later this year.

**\$15,000 / YEAR**

County 17 is a web and mobile-based news platform providing readers in Gillette, Wyoming with news content that is first, fast and always free. We are passionate about our community, and that passion shows in our coverage of local topics including breaking news, crime, local government, events, area businesses and more. In today's fractured media environment, there is no better platform than County 17 when you want to communicate with Gillette's most highly engaged, mobile audience.

For more information, contact **Dave Arambel**, Sales Executive for County 17 • [dave@upslope.media](mailto:dave@upslope.media) • 307.354.8736 cell

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NEW!

REVEAL AD  
Just \$1,000 per month!



The largest ad on County 17, this brand new ad unit delivers a **TON** of impressions and a **TON** of clicks to your website or Facebook page. Visible at the top of every page - both desktop and mobile - it's ideal for any business or organization that wants to make a **BIG** splash promoting upcoming events, special offers, announcements, job openings, political campaigns, fundraisers, or just boost overall brand awareness, etc.

**Maximum of 6 advertisers in any given month and minimum commitment of only one month.**