



NEWS HABITS

**86%**

OF U.S. ADULTS  
GET NEWS ON  
DIGITAL DEVICES

SOURCE: PEW RESEARCH

**57%**

OF BUYERS SAY  
THEY SEEK OUT  
LOCAL BUSINESSES  
TO SUPPORT

SOURCE: SHOPIFY

# LOCAL NEWS. LOCAL VOICES. LOCAL CUSTOMERS.

The key to effective advertising is simple:  
Frequency (repeated interaction through trusted  
channels) creates familiarity. Familiarity creates trust.

Grain Valley News has built a reputation as a trusted source of news in eastern Jackson County. With over 15,000 readers monthly, an active presence on social media, and a growing email subscriber base, our news site provides the ideal opportunity to connect with those who seek out and value local businesses and organizations.



# LOCAL ADVERTISING SOLUTIONS A S E A S Y A S A - B - C

Grain Valley News partners with local businesses and organizations to provide trusted, quality news coverage and highlight those businesses to the community we serve. Our advertising options are as simple as A-B-C and help your business cut through the clutter to connect with our readers.

## A

### Content Sponsor

Exclusive sponsorship of content area covered by Valley News. Banner ad space posted with weekly content article(s), ad placement in weekly email, weekly mention on social media, logo placement on front page advertiser space. Free job postings on our Job Board.

*Complimentary design assistance - change your ad as often as you'd like.*

Content areas currently claimed: Sports, Your Health, Education.

**Available content areas as of 6/30/23: Looking Back, Business, Good News, Home & Garden.**

Monthly Investment: \$360

## B

### Local News Hero

Large advertisement posted within weekly article online (940px x 1000px), logo placement on front page advertiser space, name listing in weekly email, free job postings on Job Board.

*Complimentary design assistance - change your ad as often as you'd like.*

Monthly Investment: \$250

## C

### Business Spotlight Advertiser

Advertisement posted within weekly article online (940px x 500px), logo placement on front page advertiser space, periodic spotlight in weekly email, free job postings on Job Board.

*Complimentary design assistance - change your ad as often as you'd like.*

Monthly Investment: \$125

### Additional advertising options:

One week advertisement posted within weekly article online (940px x 500px): \$40

Job posting for 30 day run (free with any ad package above): \$40

**Contact Cory Unrein, 816-809-7984 or [cory@grainvalleynews.com](mailto:cory@grainvalleynews.com) to begin your ad partnership today.**