



**THE  SUN**

# **Media & Ad Kit**

**SJVSUN.COM**

ADS@SJVSUN.COM



# The Valley's News. Always Rising.

Founded in 2019, **The San Joaquin Valley Sun** is the region's pre-eminent, digital-first publication focused on the news, business, politics, and people of the San Joaquin Valley.

## Reach, by the numbers

**3.2M** UNIQUE READERS

**4.7M** PAGEVIEWS

**35K** EMAIL SUBSCRIBERS

**39.9%** EMAIL OPEN RATE

FIGURES YTD AS OF JAN. 1, 2024

### Proudly partnered with...



...and many more brands!

RISE WITH THE SUN

SHINING ON THE SUN

# DIRECT DISPLAY ADVERTISING

## Banner ads

The Sun accepts all standard IAB display ad units for placement across SJVSun.com

The screenshot displays the website interface for 'THE SUN'. The top navigation bar includes 'Cities', 'Sections', 'Calif. & Beyond', 'View', 'Sunrise AM', 'Sunrise FM', and 'Donate'. The main article is titled 'Kern Co. Hard Rock hotel, casino to break ground on construction' by Bruce Clayton, dated November 8, 2023. Below the article is a large image of a guitar-shaped building. To the right, another article snippet is visible: 'Community Bank, SoCal bank merger'. At the bottom of the screenshot, several banner ads are shown: one for 'CRU Winery' with the text 'The right wine at the right time.', one for 'Yes on Measure E' with the text 'Good to Great for Fresno State!', and one for 'Central Valley Community Bank' with the text 'Our university. Our community. Good to great!'.

## Autoplay Video

Advertisers can insert muted, autoplay videos directly into Sun articles.

This screenshot shows a 'Paid Video Advertisement' on the website. The video features a man in a suit speaking in an office setting. A blue banner at the bottom of the video reads 'Grow key programs'. Below the video, the text 'Yes on Measure E' is displayed, along with the website 'goodtogreat4fresnostate.com'. Below the video player, a caption reads: 'Harris Ranch is speaking out against a report that the Tesla Supercharger station on site is run by a diesel plant.'

# EMAIL NEWSLETTERS

## Sunrise AM

Boasting 37,000+ active subscribers and an open rate in excess of 40%, **Sunrise AM** is the must-read news digest of the Valley.



# PODCASTS

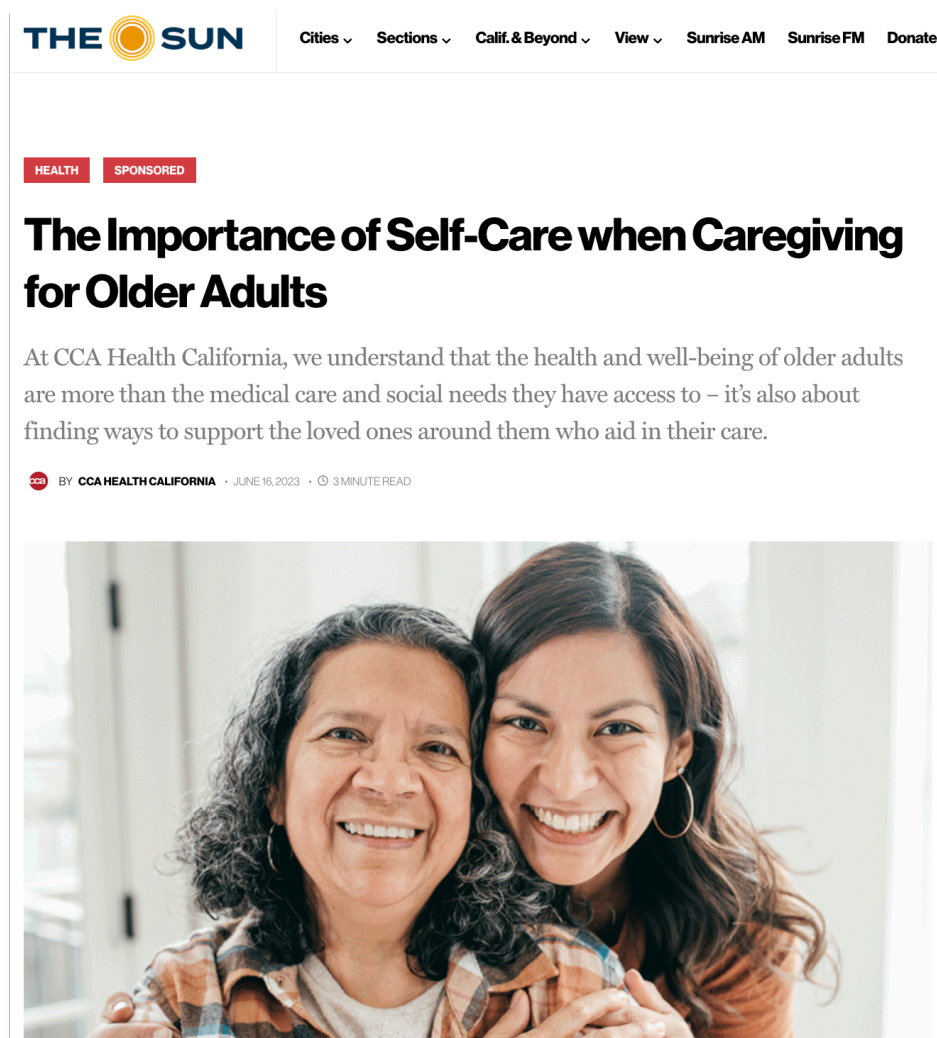
## Sunrise FM

Sunrise FM is a podcast series of in-depth interviews with newsmakers of all stripes digging deeper in to the news

WAKING UP WITH THE SUN

# NATIVE ADVERTISING

Take your brand message and blend it into The Sun's content stream at SJVSun.com.



The screenshot shows a web page from 'THE SUN' with a navigation bar including 'Cities', 'Sections', 'Calif. & Beyond', 'View', 'Sunrise AM', 'Sunrise FM', and 'Donate'. The article is categorized under 'HEALTH' and 'SPONSORED'. The title is 'The Importance of Self-Care when Caregiving for Older Adults'. The text reads: 'At CCA Health California, we understand that the health and well-being of older adults are more than the medical care and social needs they have access to – it's also about finding ways to support the loved ones around them who aid in their care.' The byline is 'BY CCA HEALTH CALIFORNIA · JUNE 16, 2023 · 3 MINUTE READ'. Below the text is a photograph of two women smiling together.

## BESPOKE PARTNERSHIPS

Looking for a deeper connection with consumers in the San Joaquin Valley?

We are always open to working with sponsors to spearhead brand-integrated content including:

- **Email newsletters**
- **Digital video series**
- **Long-Term / limited series podcasts**
- **Multimedia Speaker Event series**

# RATE SHEET

## Full Sponsorship

### What's included

Five Banner Ads (IAB Standard Sizes) with Optional Autoplay Video Ad Placement  
Two Sets of Native Stories Per Month of Flight  
Lead Sunrise AM sponsorship of a minimum of 7 days per month

Length	Cost Per Mo.	Net Cost
1 Month	\$4,500	\$4,500
3 Months	\$4,000	\$12,000
6 Months	\$3,500	\$21,000
12 Months	\$3,000	\$36,000

## Sunrise AM Sponsorship

### What's included

Your Brand Featured in Daily Newsletter Email Description  
A Native Advertisement in Sunrise AM format  
An IAB Medium Rectangle Banner ad

Length	Cost Per Day	Net Cost
1 Week (5 days)	\$130	\$650
1 Months (Min. 15 days)	\$100	\$1,500
2 Months (Min. 30 days)	\$85	\$2,550

Flights in excess of 2 months are sold at the 2 month cost-per-day rate

## Native Advertisement Sponsorship

### What's included

Two Native Stories per Ad Flight period  
Minimum of three shares across The Sun's social media accounts

Length	Cost Per Mo.	Net Cost
1 Month	\$800	\$800
3 Months	\$600	\$1,800
6 Months	\$500	\$3,000
12 Months	\$450	\$5,400

SHINE A LIGHT WITH THE SUN

Let **The Sun** shine some light for your brand

[ads@sjvsun.com](mailto:ads@sjvsun.com)

