## Website

**Leaderboard Banner (desktop: 728 x 90) (mobile: 320 x 50)** 8 slots available per month
- 1 week: $500
- 1 month: $1,750 (per month)
- 3 months: $4,950 ($1,650 per month)
- 6 months: $9,600 ($1,600 per month)
- 12 months: $18,000 ($1,500 per month)

**Medium Rectangle (mobile & desktop: 300 x 250)** 14 slots available per month
- 1 week: $250
- 1 month: $500 (per month)
- 3 months: $1,350 ($450 per month)
- 6 months: $2,550 ($425 per month)
- 12 months: $4,800 ($400 per month)

**Sponsored Article (500 - 1000 words & high res picture/video)** 3 slots available per week
- 1 article: $700 (per article)
- 3 articles: $1,995 ($665 per article)
- 6 articles: $3,780 ($630 per article)
- 12 articles: $7,140 ($595 per article)

*All sponsored articles are shared in the daily eblast, facebook and twitter*

## Email

**Daily Newsletter: Rectangle Slot (300x250)** 2 slots available per month
- 1 month: $750
- 3 months: $2,100 ($700 per month)
- 6 months: $4,020 ($670 per month)
- 12 months: $7,680 ($640 per month)

**Weekly Newsletter (Sunday): Rectangle Slot (300x250)** 2 slots available per week
- 1 month: $350
- 3 months: $975 ($325 per month)
- 6 months: $1,800 ($300 per month)
- 12 months: $3,300 ($275 per month)

**Dedicated Email (600 x 800)** 3 slots available per week (Monday - Friday)
- 1 email: $700
- 3 emails: $1,950 ($650 per email)
- 6 emails: $3,600 ($600 per email)
- 12 emails: $6,600 ($550 per email)

## Social Media

**Facebook** 5 slots available per week (Monday - Friday)
- 1 post: $100

**Twitter** 5 slots available per week (Monday - Friday)
- 1 post: $50

---

All advertising content is due 1 week prior to the publish date, thank you!

Questions? Please contact Katy Silva at katy@rivardreport.com or (909) 518-2245
Analytics

**Website**
Average total monthly views: 400,000 | uniques: 150,000
Average Leaderboard Banner Impressions: 40,000 per month | CTR .06%
Average Medium Rectangle Impressions: 20,000 per month | CTR .09%

**Email**
Daily Reach Newsletter: 6,100
Weekly Digest Newsletter: 8,400
Dedicated Email: 10,000
Average: Open Rate: 30% | Click Rate: 15%
Average: Open Rate: 24% | Click Rate: 6%
Average: Open Rate: 22% | Click Rate: 1%

**Social Media**
Facebook: 25,500 followers
Twitter: 20,000 followers

Audience

**Age**
Our largest readership is between 25 - 44 years old.

- 23% 35-44
- 22% 25-34
- 19% 55-64
- 18% 45-54
- 13% 65+
- 4% 18-24

**Gender**
Our readership is evenly female and male.

- 51% female
- 47% male
- 2% n/a

**Race**
Most of our readers are Caucasian and Hispanic.

- 60% Caucasian
- 32% Hispanic
- 5% Other
- 2% Asian-American
- 1% African-American
- 1% Mexican National Living in SA

**Income**
The majority of our readership earn $100 - $150K+

- 24% $150K
- 24% $100K - $149K
- 19% $50K - $74K
- 17% $75K - $99K
- 9% $35K - $49K
- 4% $25K - $34K
- 3% $15K - $24K

**Zip Codes**
Our readers live throughout San Antonio, mostly concentrated in the urban core and north side.

Top Zip Codes
- 78209 11%
- 78212 10%
- 78230 6%
- 78210 5%
- 78201 4%
- 78213 4%

**Education**
Most of our readers have a bachelors or graduate degree.

- 41% Graduate
- 39% 4 Year Degree
- 7% High School
- 6% 2 Year Degree
- 2% Tech Certification
- 1% Student
- 1% GED
- 3% other
Website
Leaderboard Banner
• desktop: 728 x 90 pixels
• mobile: 320 x 50 pixels
• Valid file types: GIF, JPG/JPEG, PNG, SWF, JS, TXT, HTML, ZIP
• url link

Medium Rectangle
• mobile & desktop: 300 x 250 pixels
• valid file types: GIF, JPG/JPEG, PNG, SWF, JS, TXT, HTML, ZIP
• url link

Sponsored Article
• 1000 words max
• high res picture/video (1170 x 780 pixels recommended) with credit and caption
• author headshot, email and brief bio (3 sentences or less)
• sponsor logo or name

*All sponsored article materials must be submitted 1 week prior to the publish date. A rush fee of $50 may be added if the content is not received by the due date.

Email
Daily Newsletter: Rectangle Slot
• mobile & desktop: 300x250 pixels
• valid file types: GIF, JPG/JPEG, PNG
• url link

Weekly Newsletter (Sunday): Rectangle Slot
• mobile & desktop: 300x250 pixels
• valid file types: GIF, JPG/JPEG, PNG
• url link

Dedicated Email
• mobile & desktop: 600 x 800 pixels
• valid file types: GIF, JPG/JPEG, PNG, HTML
• url link

Social Media
Facebook
• text (no limit)
• PDF, JPG/JPEG, PNG
• link

Twitter
• text (character limit: 280)
• PDF, JPG/JPEG, PNG
• link