

Sponsored Content Package

1-month campaign \$2,500
Each additional month \$2,000*

- One 400 to 500-word article supplied by client with up to 4 photos. It will publish on your own dedicated page on GeorgiaTrend.com
- 4-week placement on Georgia Trend's home page, under Features, and noted as Sponsored.
- One push on Georgia Trend Daily e-newsletter
- One Facebook post
- \$250 charge for assistance with article content.

* Needs to be the same article from first month.



Perspectives

THE PERSPECTIVES VIDEO PACKAGE INCLUDES:

- One 15-minute video edited to 8 minutes and divided into four 2-minute videos.
- Placement on your own GeorgiaTrend.com dedicated video page.
- 4-week placement on Georgia Trend's home page, under Features and noted as Sponsored.
- One social post on Georgia Trend's Facebook, Twitter, LinkedIn and Instagram pages for each 2-minute video segment.
- At the conclusion of the 1-month campaign, clients will have full rights to the videos produced.
- Placement on Georgia Trend Daily, once a week for four weeks.

1-month campaign package \$7,500

Package includes one round of video edits.
Each additional round of edits will be billed at \$150 per hour.

Leaders from around the state have the opportunity to express their views, company initiatives and community engagement in a video package produced by Georgia Trend Magazine.



Contact Carolyn Gardiner at **770.558.8703** or carolyn@georgiatrend.com for details on these digital opportunities.

Georgia Trend Daily

195,000+ DIRECT EMAILS EACH MONTH
8,600 OPT-IN SUBSCRIBERS
38% AVERAGE OPEN RATE
(20% higher than the industry average)

	Size	3 Months	6 Months
Banner +			
Three Press Releases	640 x 79	\$1,800/mo	\$1,495/mo
Box Ad +			
Two Press Releases	213 x 177	\$900/mo	\$740/mo



GeorgiaTrend.com

48,000 AVERAGE MONTHLY IMPRESSIONS

	Size	3 Months	6 Months
Leaderboard*	728 x 90	\$1200/mo	\$1100/mo
Island	300 x 250	\$990/mo	\$880/mo

* In addition to the 728 x 90, please provide a 300 x 50 or 320 x 50 size so it will appear on all mobile devices.

FILE TYPES

JPG, GIF, PNG 60K or less



Social Media (Facebook, Twitter, Instagram, LinkedIn)

33,000 MONTHLY IMPRESSIONS

- Facebook, 3 posts per month
- Instagram, 1 post per month
- Twitter, 3 posts per month
- LinkedIn, 1 post per month

3 Month Package \$825/mo
6 Month Package \$720/mo

