

# AMERICAN CANYON **Current** MEDIA KIT



Be the First to Reach the Heart of American Canyon

# ABOUT THE CURRENT

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## Local News, Powered by the Community

The American Canyon Current is a new hyperlocal news initiative searching the 21,000+ residents of American Canyon. Launched by the Napa Valley News Group, the Current exists to inform and connect a diverse and growing city - one story at a time.

This is more than a newsletter. It's a community-powered publication created for and with American Canyon residents. As the city continues to evolve, we're here to shine a light on local decisions, celebrate neighborhood stories, and provide a trusted source of information people can count on.

Whether it's city hall, school board decisions, small business highlights, or community events - you'll find it in the Current.

## Part of a Regional Network

As part of the *Napa Valley News Group*—alongside the Yountville Sun, Calistoga Tribune, and American Canyon Current - we deliver unmatched access to readers who care about the future of their communities.

*We are pioneering a new chapter in local journalism: sustainable; bicultural, community-focused, and independent.*



# THE CURRENT BY THE NUMBERS

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The ONLY source for local, independent American Canyon News. Here's a snapshot of the growing audience you can reach.

- **42.02% Newsletter Open Rate:** Nearly half our subscribers open every newsletter, a testament to the loyalty of our local readership.
- **3,200+ Social Followers:** Our social audience has already grown to over 3,200 followers across Facebook and Instagram.
- **3,800+ Monthly Views:** Despite only launching our website recently, we're already seeing more than 3,800 pageviews per month.

## WEBSITE

**2,152**

*Users per Month*

**3,809**

*Views per Month*

**50s**

*Avg. Session Duration*

## NEWSLETTER

**2,204**

*Subscribers*

**42.02%**

*Avg. Open Rate*

**4.92%**

*Avg. Click Rate*

## SOCIAL

**369**

*Facebook Followers*

**2,851**

*Instagram Followers*



# AUDIENCE PROFILE

The American Canyon Current is designed to reach the full diversity of this vibrant city. Our readers are families, commuters, small business owners, and first-time homeowners; united by a shared desire for trustworthy, relevant local news.

## OVERVIEW



**21.7K**  
Total Population



**10.8K**  
Employed Population



**3.52**  
People per Household

## COMMUNITY HIGHLIGHTS



**36.2**  
Median Age



**\$124K**  
Avg. Household Income



**49.35%**  
Male %

**50.65%**  
Female %



### Personas

- Young multi-cultural families
- Established commuters with older families
- Local newcomers & small biz workers

## FOCUS



**100%**  
American Canyon

Our focus will be on American Canyon's people, politics, and small businesses.



# NEWSLETTER ADS

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Reach readers directly in their inbox with a voice they trust.

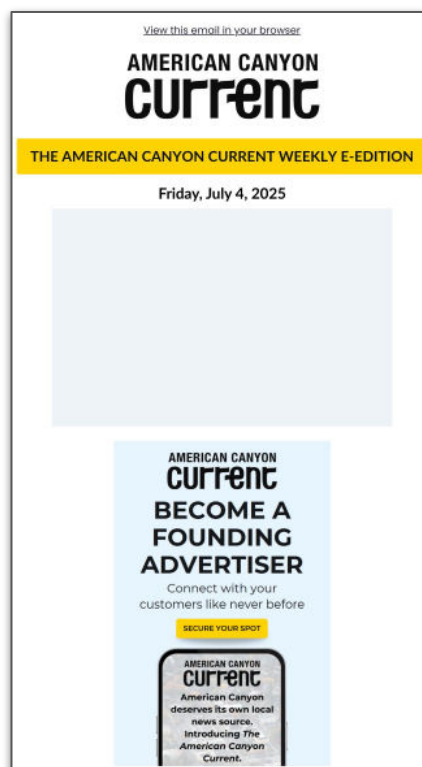
Our newsletter is the perfect place for local service providers, realtors, schools, events, healthcare, and restaurants.

- **Direct-to-Inbox:** No algorithms, no noise. Just your message, placed directly in front of readers who are already paying attention.
- **Become a Founding Advertiser:** Building a trusted local news source for American Canyon won't happen without you. By becoming one of the first advertisers with *the Current*, you'll connect with your customers like never before.
- **Flexible Options:** choose the ad size and format that fits your goals, select from a premium top placement, supporting sponsor, or featured listing.

## PREMIUM PLACEMENT

*Your brand featured at the very top - maximum visibility.*

- Directly below the feature story
- 320 x 480 pixel image
- Full-screen on mobile

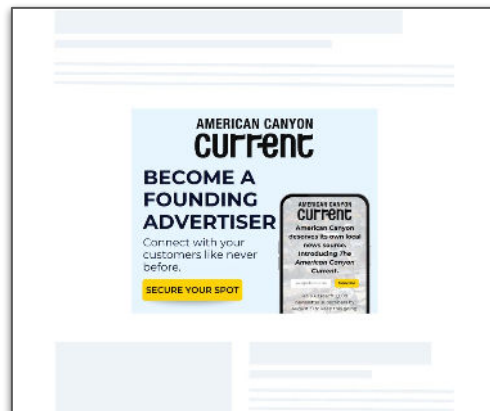


# NEWSLETTER ADS

## SUPPORTING PLACEMENT

*A mid-newsletter boost that blends visibility with context.*

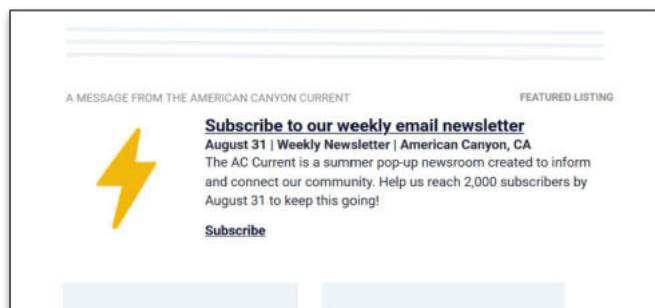
- Placed in the middle of newsletter content
- 300 x 250 pixel image



## FEATURED LISTING

*An integrated, native-style promotion ideal for events.*

- 600 x 200 pixel placement
- Includes a small image, linked title, event date/time/location, description, and linked CTA.



## WHY IT WORKS



With loyal, local readers and fewer distractions than social or search platforms, newsletter ads deliver high visibility, high trust, and high ROI.



# DISPLAY ADS

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Showcase your business alongside local journalism people care about.

Our website ads appear where our readers are most engaged - on articles, category archives, and homepage features. With flat-rate monthly pricing, it's easy to plan and even easier to stand out.

PLACEMENT	BEST FOR	DEVICE	DISPLAY SIZES
Header & Archive	Maximum Brand Awareness	Mobile + Desktop	<ul style="list-style-type: none"><li>◦ 1,000 x 124</li><li>◦ 1,000 x 258</li><li>◦ 320 x 50</li></ul>
Inline <i>(within articles)</i>	High Engagement	Mobile + Desktop	<ul style="list-style-type: none"><li>◦ 300 x 250</li><li>◦ 1,000 x 124</li><li>◦ 1,000 x 258</li></ul>
Sidebar <i>(static, right rail)</i>	Consistent Offers	Desktop	<ul style="list-style-type: none"><li>◦ 300 x 250</li><li>◦ 300 x 600</li></ul>

**Want more than a banner?** Our native ad templates blend seamlessly with our content to drive higher clicks and credibility on all devices.

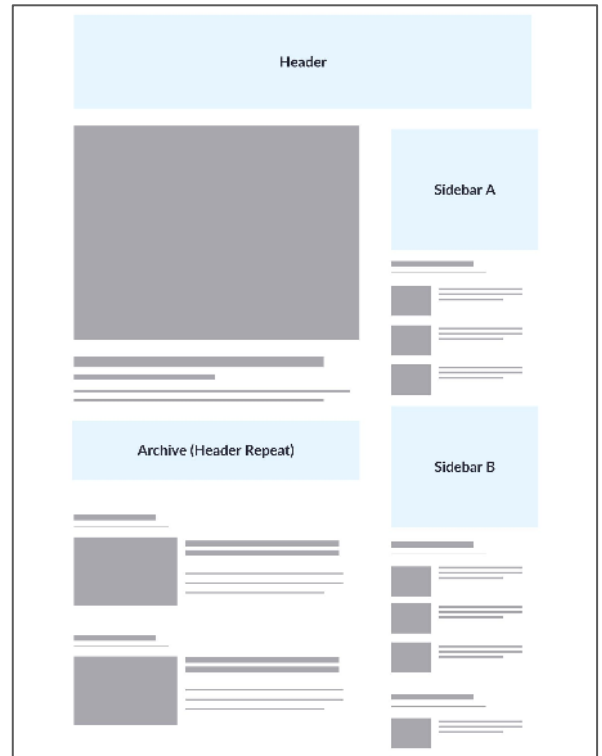


# DISPLAY AD LAYOUT

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Homepage  
(Desktop)



Category Archive Page  
(Desktop)



Article Page  
(Desktop)



# CONTENT SPONSORSHIPS

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Partner with us to tell your story or support the stories that matter most to our readers.

## SPONSORED CONTENT

Tell your brand's story in your own words, on a topic relevant to our audience. We'll collaborate with you to shape your article for maximum impact while ensuring transparency and trust through clear "Sponsored" labeling. *All content is subject to editorial review and approval.*

## CONTENT UNDERWRITING

Support meaningful journalism while staying behind the scenes. Your contribution helps fund independent reporting on important local topics—like small business, climate, arts, or health—and your brand is credited as a trusted community supporter. *Underwriting does not influence editorial coverage.*

## RECOGNITION

All sponsored content and underwritten coverage includes:

- **Your Logo** at the top of the article
- **Recognition** as "Sponsored by" or "Supported by"
- **Call to Action** with a direct link to your brand
- **Mobile-optimized** visibility across our site and newsletters



# AMERICAN CANYON CURRENT

Let's Build Local News for American Canyon Together

Your support will shape the future of local journalism in our city.

- ✓ Reach your customers where they live and care
- ✓ Align with a trusted, community-powered brand
- ✓ Lock in early pricing and recognition

The *American Canyon Current* is the city's first and only dedicated local news source, built from the ground up to serve a diverse, engaged, and growing community.

*Request our rate sheet or book your campaign today.*

**CHRISTY FITZPATRICK-WEBB**

Advertising Sales

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