

**BLACK
BELT
NEWS
NETWORK**



Media Kit

ABOUT BBNN

Black Belt News Network is a robust regional news provider that shares critical community information with a large, engaged audience across the Black Belt of Alabama on its website, in a daily newsletter and via social media.

Founded in 2023, the hyperlocal news organization serves six counties in the rural midsection of Alabama with unique coverage of news, government, sports and education. The Network emerged out of the Selma Sun print newspaper that operated from 2015-2025.



WHY SUPPORT BBNN?

TRUSTED COMMUNITY NEWS

At a time of intense change, local news continues to be the connective tissue in communities – filling information gaps about available services, introducing leaders to residents, and celebrating the culture that makes a community distinct. This is especially true in the Black Belt, a culturally rich but economically challenged rural region of Alabama that suffers from a lack of local news. Supporting BBNN signals your engagement and care for the community.

MODERN, MULTI-PRONGED APPROACH

Hyperlocal, online news reaches residents where they are – on their phones – by using video, Reels, TikToks and podcasts. The Network's total reach is 100,000 page views per month on average.

SIGNIFICANT AUDIENCE OPPORTUNITY

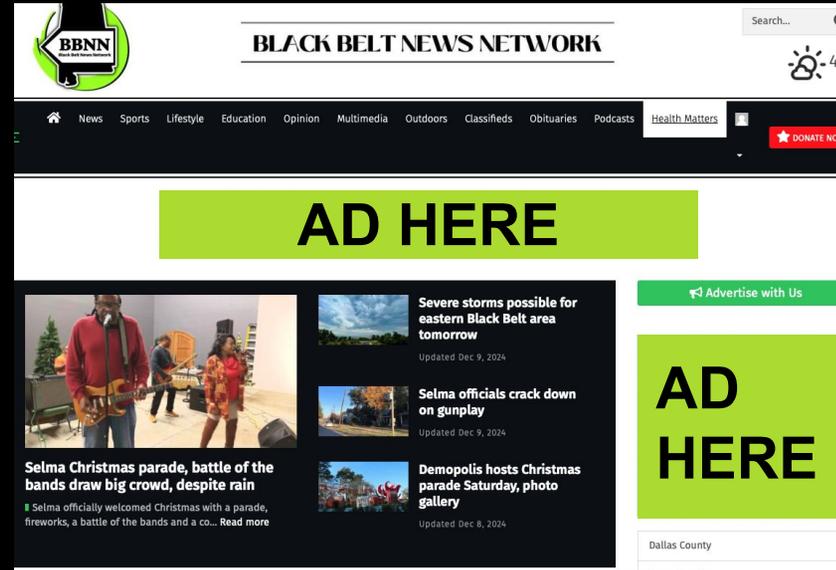
As the only news agency regularly covering events, government meetings and social issues in our region, the Black Belt News Network is well-poised to reach more of its rural audience. Powered by a mix of advertisements, donations and grants, the Network has the potential to reach up to 400,000 people using its combination of print and digital products in the six counties it serves.

ADVERTISE ON OUR WEBSITE



★ **100,000**
average page views/month

★ **50,000**
average unique visitors/month



| AD TYPE | DESCRIPTION | COST/WEEK | COST/MONTH |
|---------------------|--|-----------|------------|
| All Site Run | Ad runs in all available spaces throughout the homepage and across content pages | \$100 | \$400 |
| Leaderboard | Prominent ad displayed at the top of the website homepage | \$150 | \$500 |
| Pop-up | Banner ad pops up from the bottom of the page as you scroll across the site | \$200 | \$750 |

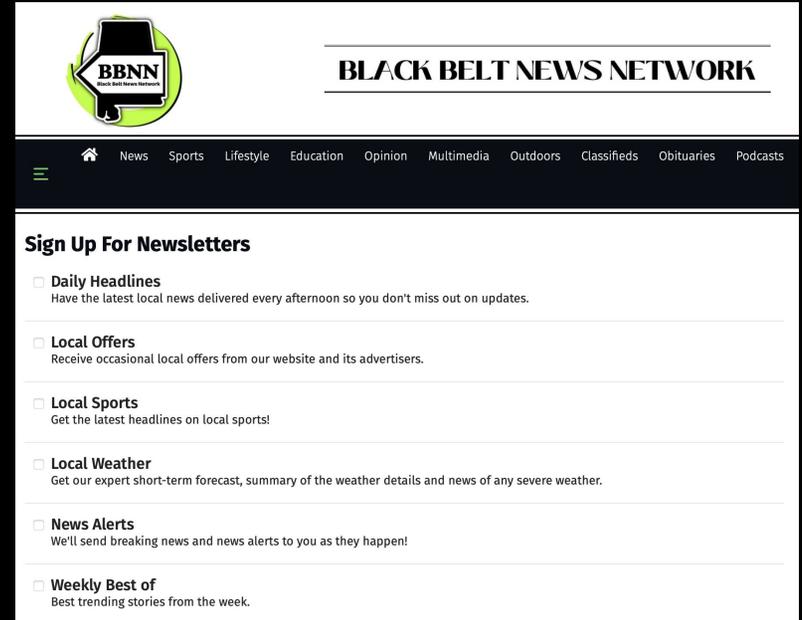
ADVERTISE IN OUR DAILY EMAIL NEWSLETTER



2,300
combined email list size



37%
overall open
rate for BBNN



| AD TYPE | DESCRIPTION | COST/WEEK | COST/MONTH |
|---------------|---|-----------|------------|
| Top | Displayed daily at the top of the email below the flag | \$100 | \$350 |
| Middle | Displayed daily between stories in the middle of the email | \$75 | \$265 |
| Bottom | Displayed daily at the bottom of the email and above the email footer | \$50 | \$175 |

ADVERTISE ON OUR SOCIAL MEDIA



17,700

combined followers



8M

annual Facebook reach



1,000

average Newscast viewers each week

| PLATFORM | DESCRIPTION | COST/WEEK | COST/MONTH |
|-----------------------------------|---|-----------|------------|
| Facebook + Instagram Combo | Advertisements (graphic and tag mention) run on Facebook and Instagram pages | \$100 | \$500 |
| Newscast Live Corner Logo | Logo advertisement placement in the corner of the streaming video (“Brought to you by ...”) through entire newscast | \$100 | \$350 |
| Newscast Live Mention | Anchor promotes the advertisement and shows the graphic at the end of the newscast | \$150 | \$400 |

DON'T FORGET OUR FULL SERVICE PACKAGE DEAL

For only \$1,000 per month,
take advantage of our broad regional reach
and get in front of our entire audience
with our full suite of advertising options:

- ✦ All site run advertisements on our popular, regional news website.
- ✦ Banner ad in our daily email newsletters.
- ✦ Sponsorship mention on our live weekly newscast.
- ✦ One post per week on our robust social media channels.

ADDITIONAL INFO

We are happy to design compelling advertisements on your behalf at no cost.

Monthly rates entail four consecutive weeks (for our newsletter ads, online ads and our sponsorship rates).



LET'S TALK!

CUSTOM BIDS

We build out custom bids across our advertising portfolio to meet your needs.

LOCAL EXPERTISE

We know the market. Let us help you design your marketing campaign to increase your bottom line.

OPEN TO IDEAS

Interested in something that's not listed here? We want to hear from you.

BLACK BELT NEWS NETWORK

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