



media  
kit

sloan<sup>o</sup>

s a c r a m e n t o   l o c a l  
o n l i n e   a d   n e t w o r k



## overview



### SLOAN | Sacramento Local Online Ad Network

Welcome to a simple & effective way to buy digital media in the region.

- ONE Point of Contact
- ONE Buy
- ONE Set of Creative
- ONE Performance Report
- MULTIPLE Highly Desirable Websites
- MILLIONS of Impressions

This is a turn-key process to digital advertising reach for the entire Sacramento region. As seen in the Sacramento Business Journal. Don't miss your opportunity to be in on the ground floor.

“Hyperlocal sites are particular draws for advertisers interested in building relationships with customers. The key is creating opportunities for consumers and local businesses to engage on a more meaningful level.

It's not about selling inventory anymore. It's about building a relationship with the community.”

**-Jeff Jarvis**, Author, Blogger, Associate Professor and Director of the Interactive Journalism Program at the City University of New York's new Graduate School of Journalism

*SLOAN. Changing The Way You Buy Digital Media In Sacramento.*





**SLOAN gives you maximum reach in your targeted audience.**

## **Targeting Capabilities**

**Zip Code**

**Time of Day**

**Demographic**

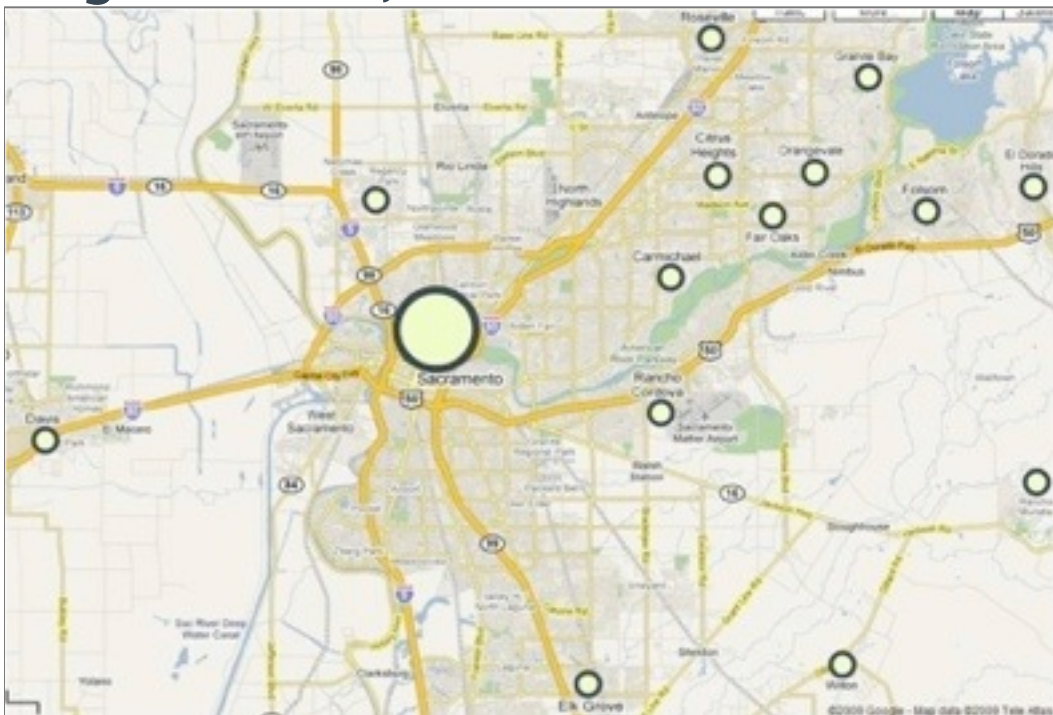
Median Household Income

Median Age

Children In Household

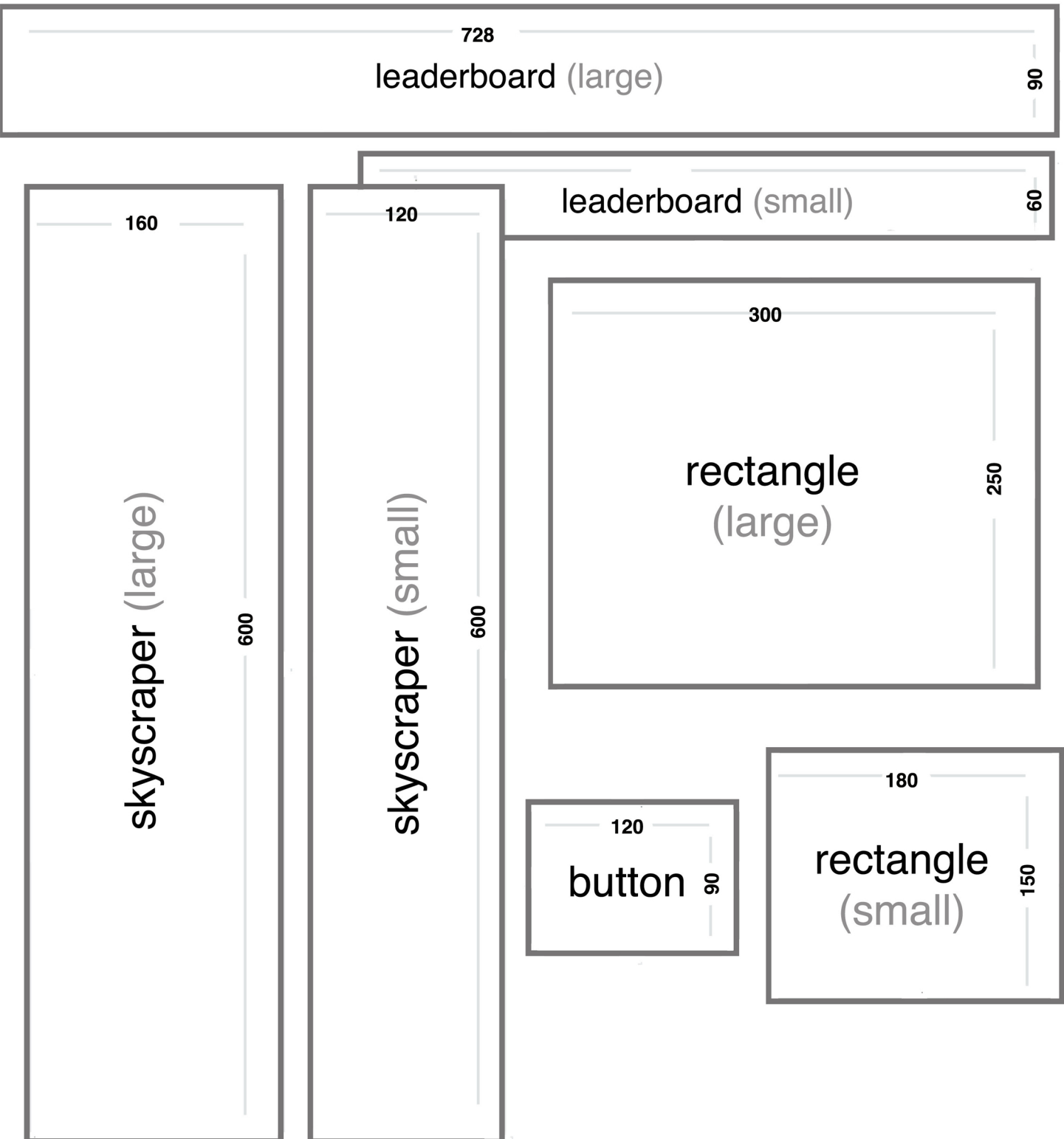
Owner-occupied Household

**When it comes to max reach to your target market, SLOAN is unbeatable.**





## ad sizes





## pricing

### Cost Per Thousand (CPM) Impressions

\$7-\$18

*Rates based on frequency, position, dollar value, duration and features  
Rates Are Net of Agency Fees*

## inventory

### Monthly Inventory

7,000,000 impressions (Dec 2010)

## reach

### 536,893 Unique Readers per month

Greater Sacramento Region

## mechanical specs

Accepted Formats: gif, jpg, png, swf  
Maximum file size: 100K

*Deliver attachments and link to: [emily@sacad.net](mailto:emily@sacad.net)  
Please allow three business days for creative testing and  
implementation.*

## contact

### SLOAN Advertising Sales

916-443-1784

[www.sacad.net](http://www.sacad.net)

[emily@sacad.net](mailto:emily@sacad.net)



## **publishers**



### **MyFolsom.com** | [www.myfolsom.com](http://www.myfolsom.com)

Established in 2000, MyFolsom.com was one of the first hyperlocal websites to hit Northern California. It provides residents and visitors of Folsom, California unique resources that only residents can provide. Through 4 bloggers and 6000 members, it provides local news, photos, maps, restaurant reviews, and a very popular forum with over 275,000 posts. The 2-time Dottie-winning site has since been split into sister sites such as El Dorado Hills, Orangevale, and Sacramento.



### **The Tomato Pages Network** | [www.tomatopages.com](http://www.tomatopages.com)

A network of local community websites, The Tomato Pages is the central terminus for Sacramento hyperlocal communities. A large forum ties all the sites together with 6,000 registered members and over 275,000 posts, which makes it one of the largest forums in the Sacramento Valley. The Tomato Pages was founded in 2000 by Folsom resident John Gladding. Notable communities include MyOrangevale.com, MyRanchoCordova.com, MyRoseville.net, MyGraniteBay.com, MyFairOaks.net, MyElDoradoHills.com and MyCitrusHeights.com.



### **LivingInUrbanSac** | [www.livinginurbansac.blogspot.com](http://www.livinginurbansac.blogspot.com)

Wanna see what developments are going on in downtown and midtown? Come watch Sacramento grow its urban core with great photography and clear opinions. LivingInUrbanSac will not be mistaken for a chamber of commerce site, but it does serve the community (and local builders) by highlighting new projects in ways that the mainstream media do not. Sacramento's dynamic urban growth is beautifully captured on LivingInUrbanSac.



### **Elk Grove News** | [www.elkgrovenews.net](http://www.elkgrovenews.net)

Elk Grove News is a unique online newspaper that provides news stories that occur specifically within the Elk Grove area. The website focuses on providing information regarding events, developments, and opinions of Elk Grove and its people.



## **publishers**

(continued)



### **The Sac Rag | [www.sacrag.com](http://www.sacrag.com)**

Sacramento's snarky, humorous and poignant look at Sacramento life and culture. Our hand-picked staff of local writers gives you an insider's look at politics, food, nightlife and the things that make Sacramento great. With a daily dose of entertaining posts and comments, The Sac Rag keeps you informed, educated and amused.



### **Sacramento365.com | [www.sacramento365.com](http://www.sacramento365.com)**

Sacramento365.com is an online Sacramento County-wide events calendar. The site features comprehensive listings of festivals, visual & performing arts, family activities and much more. Users of Sacramento365.com can search for events by date, event type, organization and/or venue. The richness of the site is enhanced with photos, videos, map links and user reviews. More than 600 local venues and organizations are listed in Sacramento365.com, representing the full spectrum of the arts and culture and variety of activities in the Sacramento region for both residents and visitors.



### **The Sacramento Press | [www.sacramento365.com](http://www.sacramento365.com)**

Aiming to rewrite the rules of journalism through community engagement, The Sacramento Press uses a hyper-local lens and an army of 700-plus community contributors to offer reporting and commentary on all news and issues of interest to residents of the city's communities. Through its powerful website, events and marketing services, the pioneering online media outlet partners with local business to advance their brands through sponsorships of community activities. It also provides businesses social-networking-advisory services.



### **Elk Grove Crime | [www.elkgrovecrime.com](http://www.elkgrovecrime.com)**

The mission of Elk Grove Crime is to report various arrests of suspects, criminal happenings, and trials that are occurring mainly in Elk Grove and also the general Sacramento area. The website posts recent stories, along with photos and videos, that build awareness for the people of Elk Grove on the crimes happening within their neighborhood.



## **publishers**

(continued)



### **Sac Cultural Hub: Urban Entertainment |**

[www.sacculturalhub.com](http://www.sacculturalhub.com)

Sacculturalhub.com is the #1 source for African Americans who are searching for Black urban entertainment and news in Sacramento and beyond. The mission of the site is to provide exciting and non-traditional vehicles of engagement where businesses and non profit organizations can inform the community with their services and products. The site also contains multicultural events, career profiles, business services, classified ad section and a photo gallery of local residents, visitors and celebrities.



### **MySacramento |** [www.mysacramento.me](http://www.mysacramento.me)

MySacramento.me is a new sister site of MyFolsom.com, created in 2008 as an insider guide to Sacramento. The Sacramento forum is its most popular feature, while the Sacramento blog is maintained by several Sacramento-area residents. Also included are a Sac State survival guide and user-submitted restaurant reviews. The site is owned and run by John Gladding of the Tomato Pages network.



### **The Natomas Buzz |** [www.natomasbuzz.com](http://www.natomasbuzz.com)

A neighborhood news blog dedicated to Natomas news and beyond. Hot topics and pertinent stories of interest for the ever-growing Natomas audience.



### **Rancho Murieta Online |** [www.murietaonline.com](http://www.murietaonline.com)

A premier website for Rancho Murieta, CA. RMO is the most visited website in Rancho Murieta. We have a very popular forum, local news, photo galleries, and much more.





## **publishers**

(continued)



### **Central Valley Business Times |**

[www.centralvalleybusinesstimes.com](http://www.centralvalleybusinesstimes.com)

Every business day since 2005, CentralValleyBusinessTimes.com covers the news that impacts small business in California's Great Central Valley, a region stretching 450 miles north to south from Chico to Bakersfield and including the state Capitol region of Sacramento. It is the region's only website devoted to daily business coverage. Audio and video profiles of small businesses are part of the more than 14,000 individual stories that the site has posted. The stories are in AP style and the site does not editorialize, although reader comments on stories are encouraged, as are letters to the editor. The site averages 24,000 unique visitors a month and 250,000 page views.



### **CakeGrrl |** [www.cakegrrl.com](http://www.cakegrrl.com)

Cakegrrl.com is a website for anyone who loves food and wine. It was started in 2005 and has been a popular Sacramento website ever since. The site is not only about cake, but comprised of several "layers" containing restaurant reviews, local events, fundraisers, recipes, travel, and links to other popular food websites.



### **PublicCEO.com |** [www.publicceo.com](http://www.publicceo.com)

PublicCEO.com covers California local government and is the vehicle to deliver news to thousands of public administrators throughout the state each day.



### **27X7 |** [www.27x7.com](http://www.27x7.com)

As a sports writer and editor for the past thirty years, Bill Bradley started 27X7, a website that not only provides highlights, but more importantly, sports opinions. Through this website, Bradley and his team will post opinions, stories, and favorites multiple times a day for the public's entertainment, knowledge, and love for sports. The website will begin by focusing on the sports teams of and surrounding Sacramento, such as the Kings, 49ers, Raiders, Giants, A's, River Cats, Sharks, and various colleges within the region.



## **publishers**

(continued)



### **YubaFoothills.com** | [www.yubafoothills.com](http://www.yubafoothills.com)

For over 5 years, YubaFoothills.com has fashioned an online foundation to connect the rural suburbs of Marysville & Yuba City. In communities where home are typically on 5–20 acres, YubaFoothills.com has done a tremendous job of creating a tight knit community in an area where people can be geographically isolated.



### **Gold River Online** | [www.golddriver.com](http://www.golddriver.com)

A website for the exclusive master-planned community of Gold River since 1996, Gold River Online boasts over 3,500 members in a community of approximately 8,000 people. Local residents and businesses come together to share their expertise, create business connections, buy and sell goods, and help build community spirit.



### **Sacmix** | [www.sacmix.com](http://www.sacmix.com)

In today's new economy consumers continue to have a strong desire to dine and drink out, but they are craving value more than ever. sacmix.com, a subsidiary of Mix Media, organizes and provides the best Sacramento restaurant and bar values for the consumer in a simple format online. The website also allows local and national businesses to connect to a very active and engaged regional audience through banner and text advertisements.



### **Capital Public Radio / NPR** | [www.capradio.org](http://www.capradio.org)

Beginning in 1970 as student-operated radio, CPR includes KXPR, KXJZ, KXSR in Groveland, KKTO in Tahoe City, KUOP in Stockton, KXJS in Sutter, and KQNC in Quincy, all joined under Capital Public Radio, Inc. In March of 2004, Capital Public Radio moved in to its new state-of-the-art broadcast studios and offices on the campus of Sacramento State. Over 300,000 listeners tune into classical, jazz, news and public affairs programming each week on one of Capital Public Radio's 7 stations serving California's Central Valley and the Sierra Nevada.



## **publishers**

(continued)



### **Cowtown Eats** | [www.cowtowneats.com](http://www.cowtowneats.com)

Cowtowneats.com is a local site that collects information on happy hours for the people who live and work in Sacramento. This site also features restaurant reviews, restaurant news and features local specials.



### **Entercom Sacramento** | [Various URL's](#)

ESPN 1320, 107.9 The End, 96.9 The Eagle, KKDO Radio 94.7, 98 Rock and 106.5 The Buzz represent a large percentage of the Sacramento consumer market. Each one of these local radio stations has a companion web site that attracts individual valuable demographics and a combined reach of tens of thousands of unique visitors.



### **Matt McGuire Photography** | [www.mattmcguire.com](http://www.mattmcguire.com)

As a local to the Sacramento area, Matt McGuire shares his photographs of sports, events, and other subjects on his photography website. Photography has become Matt McGuire's passion and he also uses his photographs towards photo journalism, in which his photos have even been published in publications and websites such as From the Capitol, The River Valley Times, and News 10. McGuire also provides his photography services to the public.



### **KVIE Public Television** | [www.kvie.org](http://www.kvie.org)

KVIE public television seeks to educate, enrich, and inspire diverse audiences and individuals throughout Northern California. KVIE has three specific aims for its television programming: education, community, and quality. KVIE's services to Northern Californians have not gone unnoticed, as approximately 60,000 residents support KVIE through annual membership contributions, and over 4,500 volunteer each year in various station activities.



## **publishers**

(continued)



### **The California Aggie** | [www.theaggie.org](http://www.theaggie.org)

The California Aggie is an entirely student-run publication and provides University of California, Davis students with their daily fix of news regarding campus and city issues. It covers the full array of UC Davis happenings, from sports to technology, as well as opinion pieces on current political, economic, and social issues. Roughly 10,000 copies of the newspaper are printed into circulation daily, and every article is also available online at [theaggie.org](http://theaggie.org).



### **Wilton California** | [www.WiltonCalifornia.com](http://www.WiltonCalifornia.com)

[WiltonCalifornia.com](http://WiltonCalifornia.com) is the comprehensive news source that gives information on local schools, sports, crime, and people, as well as providing a constantly updated “event blog” which enables residents to be informed about upcoming community happenings. Additionally, the site also provides some information on regional news such as events occurring in Sacramento or at UC Davis. All the articles are written by Wilton residents which gives the site a truly authentic local voice.



### **El Dorado Guide** | [www.eldoradoguide.com](http://www.eldoradoguide.com)

ElDoradoGuide.com is the only full-service hub of information about people, places, businesses, organizations and happenings in every city and region of El Dorado County. It even gives local up-to-the-minute weather, facts, listings, announcements, news, activities and easy interactive apps that bring the community to you and let you bring what's important or fun to the community. El Dorado Guide is a bustling online community where the content is contributed by you and by the people, businesses and organizations where you live.



### **Sac Ask** | [www.sacask.com](http://www.sacask.com)

Sac Ask.com is a website targeted towards anyone with questions about the Sacramento area. Locals can get on the site and ask where the best little coffee shop is, or what restaurant has the best seafood platter. Sac Ask.com is also a great tool for tourists, they can ask about things to do in Sac, or what local events are going on while they are going to be in town. If you have a question about the area, just submit it and local Sacramento residents will provide answers to your questions.



## **publishers**

(continued)



### **From the Capitol** | [www.fromthecapitol.com](http://www.fromthecapitol.com)

From the Capitol is an independent news agency that exclusively reports on news in the greater Sacramento area. The site features sections on politics, sports, local news, events and crime. It also features a photo section that contains pictures of local Sacramento architecture.



### **Style Magazine** | [www.stylemg.com](http://www.stylemg.com)

Style Magazine includes three sites/editions: Style Folsom & El Dorado Hills, Style Roseville Granite Bay Rocklin and Style El Dorado County Foothills. The sites feature information on local travel, shopping, dining and home design tips. The sites also feature a calendar that highlights and provides information on community events.



### **Explore Sacramento** | [www.exploresacramento.com](http://www.exploresacramento.com)

Explore Sacramento helps the community explore Sacramento through upcoming events happening in the area. The site features various types of upcoming events, from family friendly to fun events for adults. The website is a great resource for locals and visitors planning their next outing in the city.



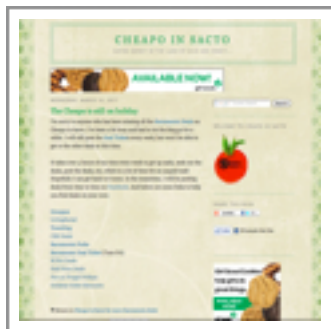
### **Elk Grove Online** | [www.elk-grove.com](http://www.elk-grove.com)

Since 1996, Elk Grove Online has been a vehicle for residents and local businesses to inform, share, promote, network, and organize. Our homegrown online toolset supports a growing family of 14,000 members, 200 businesses, local organizations, and local government to build a stronger and richer fabric of community in a city that has grown rapidly over the past decade. From helping neighbors find lost pets in our discussion forums to directly interacting with City Officials in our web chat sessions, Elk Grove Online has something for everyone in town.



## **publishers**

(continued)



### **Cheapo in Sacto** | [www.sactocheapo.blogspot.com](http://www.sactocheapo.blogspot.com)

A website that focuses on the Sacramento area, Cheap in Sacto is a comprehensive source for online deals. This site also features links to other money saving websites in the area and provides a forum for interactive comments.



### **The Sac State Hornet** | [www.statehornet.com](http://www.statehornet.com)

This University Newspaper is written by a staff of students on campus and is targeted to faculty, administrators and fellows students on the campus of Sacramento State University. The Sac State Hornet keeps the college community involved with events on campus and in surrounding areas as well as keeping them informed about issues that will effect the University. The Sac State Hornet has been providing information to their growing community for over 60 years, they have a read of over 30,000 people and in April are going to unveil a new website to help their readers stay connected.



### **Techleader.tv** | [www.techleader.tv](http://www.techleader.tv)

This technology based blog gives viewers web-cast interviews and daily blog posts about the local economy and technology. The web-casts consist of interviews with well known technology experts in the region hosted by John Thomas Flynn. The blog section provides readers with information about new developing stories in local and state governments, and the technology industry.



### **Access Sacramento** | [www.accesssacramento.org](http://www.accesssacramento.org)

Access Sacramento has been providing public cable television to Sacramento county since 1986. It provides the public a chance to be “digital storytellers” and to showcase the many different activities and opportunities in the Sacramento region through cable television channels 17 and 18 and public radio “The Voice”. This two time “best in the nation” award winning access center has a reach of up to 265,000 households in Sacramento County.



## **publishers**

(continued)



### **MaryYuba.com** | [www.maryyuba.com](http://www.maryyuba.com)

MaryYuba.com is a free online news source for Marysville, Yuba City and its surrounding communities. This website provides readers with local news and is a resource for upcoming events in the area. MaryYuba allows readers to participate in discussions about various topics as well as post pictures and videos.



### **YubaNet** | [www.yubanet.com](http://www.yubanet.com)

YubaNet.com launched in 1999 to put the revolutionary power of the Internet into the hands of foothill and mountain communities. YubaNet.com delivers daily local news to the Sierra, from the Sierra. They post news and information gathered from all over the north and south, east and west – plus California, national and world news. Locally, YubaNet.com covers Nevada City, Grass valley, and Truckee. YubaNet.com is also a forum for citizen journalism, putting readers in control of the site's content.



### **Elk Grove Monthly** | [www.elkgrovemonthly.com](http://www.elkgrovemonthly.com)

Elk Grove Monthly is a locally owned and produced web magazine that was established in August 2010. The magazine reaches Elk Grove citizens by covering local themes, topics and events. Elk Grove Monthly is in partnership with ElkGroveOnline and is used for local businesses, non-profits and community officials to deliver topical information to the community.



### **Sacramento Metro News** | [www.sacmetronews.com](http://www.sacmetronews.com)

Sacramento Metro News is an independent online newspaper that covers news, economics, local government and politics in the Greater Sacramento and Superior California region. Sacramento Metro News covers Galt, Elk Grove, Rancho Cordova, Folsom, citrus Heights, West Sacramento, Sacramento, Yuba City, Roseville and other cities within the region.



## **publishers**

(continued)



### **E.B. Harding Photography | [www.ebharding.com](http://www.ebharding.com)**

E.B. Harding Photography is run by Eric Harding, a Northern California based freelance photographer and blogger. Harding specializes in event, wedding, portrait and sports photography. Harding's work can be seen in The West Sacramento News-Ledger, Vida en el Valle, The Woodland Daily Democrat, West Sacramento photo of the Day, West Sacramento City Lights, and on [www.westsacweb.com](http://www.westsacweb.com).



### **Explore Midtown | [www.exploremidtown.org](http://www.exploremidtown.org)**

Explore Midtown informs the community about all popular midtown happenings. This website is a great resource for people of the community to find out about upcoming events in the area and provides readers with the latest deals happening in midtown. Explore Midtown also features fun monthly contests for readers to participate in and win.



### **WestSac.com | [www.westsac.com](http://www.westsac.com)**

WestSac.com is the "Town Hall" website for the City of West Sacramento. A community newspaper for West Sacramento that has been around since 1964. The independent local paper that exclusively publishes the city's government legal notices. The website is designed to give subscribers a sample of the news content that the print edition holds every week. The site also answers questions about pricing an ad or submitting a news item.



### **SacForums.com | [www.sacforums.com](http://www.sacforums.com)**

SacForums.com is an online community providing discussion forums for current and future residents of the Sacramento Region. SacForums.com is also a great resource for visitors of Sacramento. This website provides forums for many specific areas in and around Sacramento. SacForums.com enables people of the community to discuss numerous topics ranging from politics to football, as well as post classified ads, make announcements and learn of upcoming events.





## **publishers**

(continued)



**AppellationAmerica.com |**  
[www.wine.appellationamerica.com](http://www.wine.appellationamerica.com)

AppellationAmerica.com is a site focused on North American wines and wineries. The site is dedicated to defining the regional diversity of wine based on place of origin, often called appellations or AVA. AppellationAmerica.com is local to the Greater Sacramento area with an emphasis on the Sierra Foothills AVA (Amador, El Dorado, Placer, Calaveras), Lodi and its 7 sub appellations, Clarksburg, Capay Valley and Suisun Valley. The online publication also provides third-party evaluations of wines through their unique Best-of-Appellation program, a large archive of feature articles by some of the best wine writers of the U.S. and Canada, and the ability to buy wines directly from wineries.



**Lincoln Central |** [www.lincolncentral.com](http://www.lincolncentral.com)

Lincoln Central is an online resource for residents to see what is happening in Lincoln and surrounding areas. This site is a great way to have locals communicate with their neighbors and share information with the general public. Members of Lincoln Central can take advantage of posting listings, events or information on the Classifieds, Real Estate, Opinion Polls, Discussion Forums and the Calendar sections of the site. Membership is free and they are encouraged to share all the information they know with the rest of the Lincoln community.



**Rio Linda Online |** [www.riolindaonline.com](http://www.riolindaonline.com)

Rio Linda Online is a web community that connects many of those who reside north of the metropolitan Sacramento area. Rio Linda was founded in 1913 by the development group, Suburban Fruitlands Company, and has since then grown into a well populated and thriving region. Whether Rio Lind is covering local events, news, parks and rec, or local viewpoints, this online resource is not only enriched in its history, but it continues to also enrich those in it's community.



**iSeeDavis |** [www.iseedavis.com](http://www.iseedavis.com)

iSeeDavis is a hyper-local website that contains news-like videos that feature interesting people, events and sports in Davis and UC Davis. The site features fitness, travel, sports, and gardening. iSeeDavis is here to inform the community about Davis and beyond.



**Eat Well, Live Free** | <http://eatwelllivefree.com/>

“Eat Well, Live Free,” is Sacramento’s newest food blog to educate and promote whole natural vegetarian and vegan recipes. On their website, blog creators, Jilena and Marcos Hernández, also include interviews with local noteworthy restaurant chefs that cater to vegetarian lifestyles; and incorporate a wide array of delicious cuisines. The married couple attracts readers by focusing on delectable dinners and desserts influenced by locally and seasonally grown foods; and incorporate each dish with both their Jewish, and Mexican family traditions.



**Pot Appetit** | [www.potappetit.com](http://www.potappetit.com)

Pot Appetit is an informative, marketing online resource that engages, entertains, and educates it’s readers about medical marijuana. Pot Appetit was founded by Ed Murrieta, a pot advocate and journalist, who’s work has appeared in West Coast Cannabis magazine, the Sacramento Bee, and among many other well Know sources. Through his fund-raising for culinary events for non-profit organizations, and through Pot Appetit; Ed continues to connect with his elite audience of medical marijuana patients and advertisers.

