

OE MEDIA

Media Kit

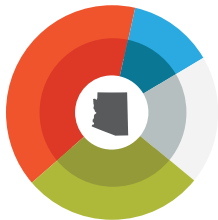
All About Arizona News
The Upper Middle
Escape with Vagary
The Loop
The Pleasant View
Tempe Today

WHO WE ARE

ALL ABOUT ARIZONA NEWS – at AllAboutArizonaNews.com

Our weekly audience reach is over 2 million page views from subscribers visiting our website, daily news emails, and social media channels. And this includes 215,123 subscribers who receive a daily email as of September 2022.

All About Arizona News readers are well educated, have higher incomes, and are well informed about the world around them. These consumers trust **All About Arizona News** to provide them with engaging content and latest news and top stories happening in Arizona. **All About Arizona News** is committed to informing our readers with a wide range of news stories that impact their daily lives.



**All About
Arizona News**



EVENTS AND ACTIVITIES • FEATURED

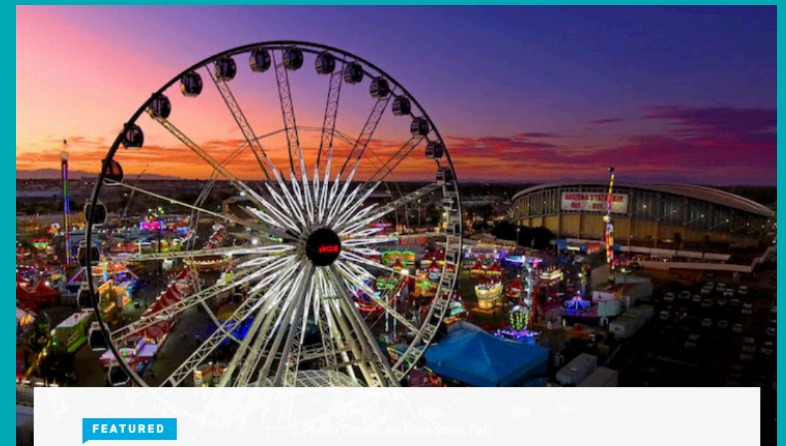
9/11 Ceremonies and Memorial Events Taking Place in The Valley This Weekend

September 9, 2022

This Sunday is the 21st anniversary of the terrorist attacks against the United States. Many organizations are holding memorial ceremonies to honor the lives that...

BY **ALL ABOUT ARIZONA NEWS** — 2 MIN READ

[Continue Reading ...](#)



FEATURED

Arizona State Fair Job Fair

August 30, 2022

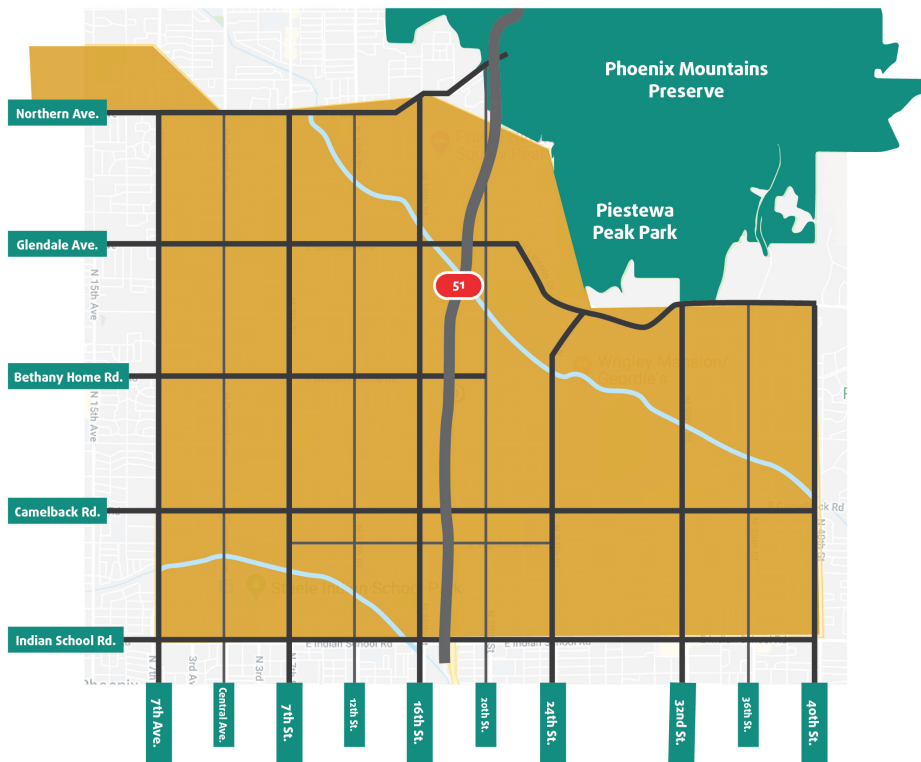
The annual Arizona State Fair will be returning to the State Fairgrounds in just one month and before they serve up the funnel cakes, corn...

BY **ALL ABOUT ARIZONA NEWS** — 1 MIN READ

[Continue Reading ...](#)

The UM – TheUMPHX.com

The UM is a community news site working to connect the upper middle neighborhoods of Phoenix (Biltmore, Arcadia and North Central). The UM target audience is majority female and has higher income. Our readers are mostly business professionals and entrepreneurs with children at home. They own multiple smart devices, have a higher level of education, disposable income, and a greater proclivity for streaming media.



the **um**

As of August 2022
The UM has
19,545
subscribers

DELIVERING A WIDE VARIETY OF CONTENT OPTIONS

Via E-NEWSLETTER

The **All About Arizona News** sends out a daily email to over 215,123 subscribers (growing by thousands each month). Each e-newsletter features advertising along with daily news. Our statistics have a consistent 30% open rate and a 20% click through rate.

As of August 2022 **The UM** (upper middle) email reach is 19,525 subscribers (and growing monthly) who receive regular email communication.

In 2021, we added **Escape with Vagary** to our list of resourceful online offerings. (*Vagary – perhaps a whimsical wandering/adventure, even a wandering thought*). **Escape with Vagary** reaches 6,500 subscribers via a weekly email. Content is curated with fabulous images and helpful travel tips, activities, and interesting happenings around Arizona and the Southwest.

Our E-Newsletters offer an excellent resource for advertisement purposes.

Via SOCIAL MEDIA

All new articles for **All About Arizona News**, **The Upper Middle** and **Escape with Vagary** post to their social pages daily. In addition to website and emails, all content is distributed to social media channels which include Facebook, Twitter, Instagram and TikTok.

EMAIL

All About Arizona News

215,123
subscribers (8/2022)

The Upper Middle

19,525
subscribers

ADVERTISE WITH US IN ALL ABOUT ARIZONA NEWS

We aim to meet the needs of our advertising clients by providing cost-effective marketing opportunities and a responsive audience to further enhance our advertising partner's investment in **All About Arizona News** and **The UM**.

Rates are per month and run within a 12 month period. Premium positions are per availability basis.

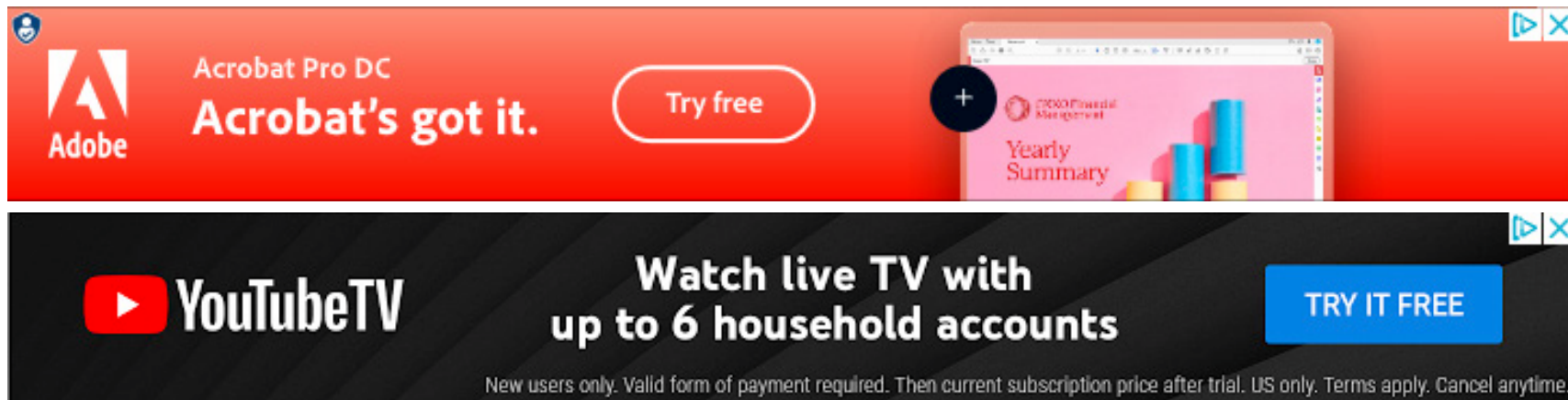
RATES

AD SIZE	12X	6X	3X	1X
Banner Ad	\$4,500	\$2,400	\$1,250	\$550
Email Sponsorship	\$4,000	\$2,000	\$1,000	\$400
High Impact Ads	\$5,000	\$2,500	\$1,300	\$1,150
4 Emails & Banner Ad	\$8,000	\$4,000	\$2,200	\$900

SIZES/LOCATIONS

160x600 (purpose?), 300x250 (small rectangle ad beside articles), 300x600 (purpose?), 320x50 (banner ad beside articles), 728x90 (banner ad between articles), 1200x628 (large rectangle ad between articles)

Example Ad: 728x90



Example Ad: 728x90

Adobe Acrobat Pro DC
Acrobat's got it.
Try free

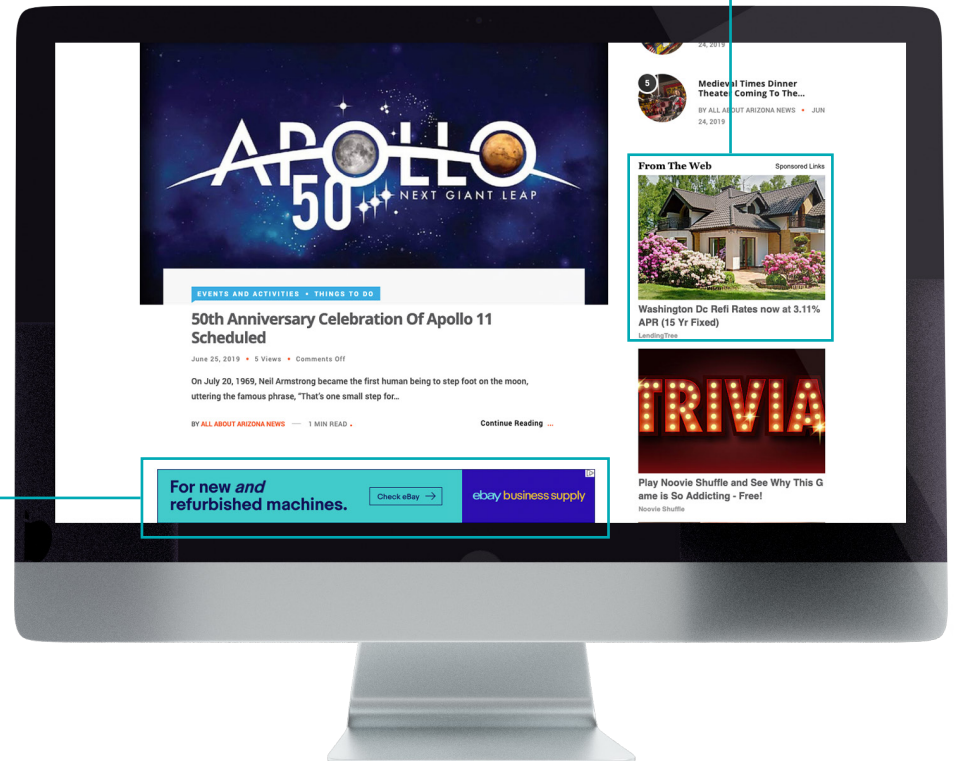
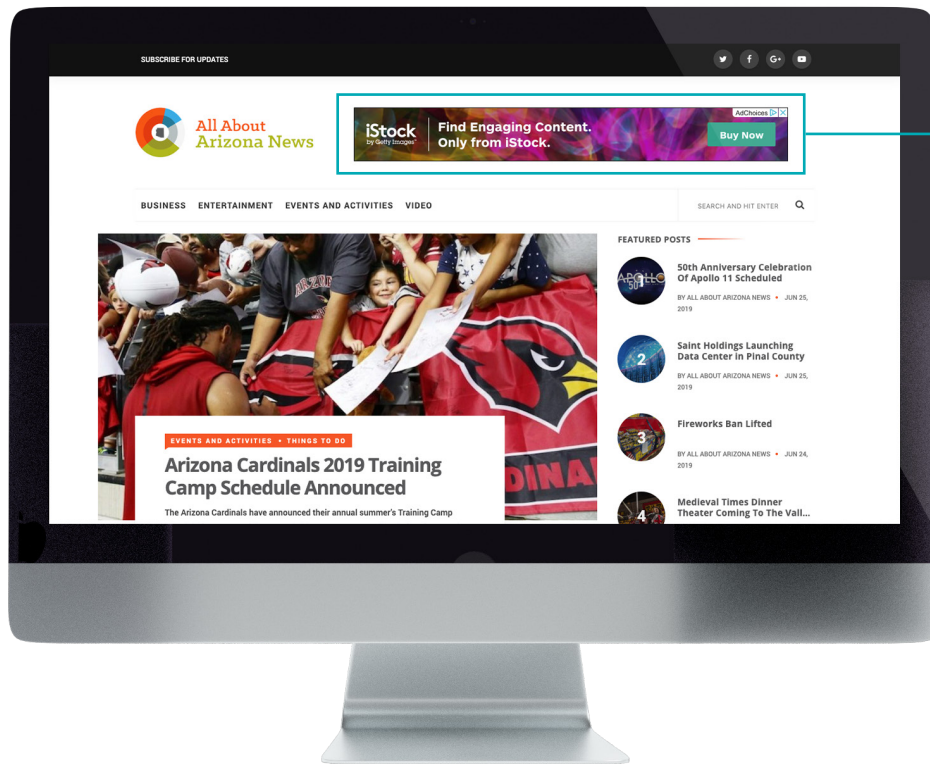
2020 Financial Management
Yearly Summary

YouTubeTV
Watch live TV with
up to 6 household accounts
TRY IT FREE

New users only. Valid form of payment required. Then current subscription price after trial. US only. Terms apply. Cancel anytime.

AD EXAMPLES

All About Arizona News



Example Ad: 728x90

ADVERTISE WITH US

THE UM / ESCAPE with VAGARY / THE LOOP (*coming soon*) / THE PLEASANT VIEW (*coming soon*) / TEMPE TODAY (*coming soon*)

The UM can help you reach your target audience. For effective and affordable advertising, partner with **The UM**!

Rates are for a single month of ads. We work with our advertisers to put together an ad plan, and can offer lay-out work as well

RATES

\$500

Display Ads
728x90

\$350

Email Sponsorship
300x250

\$1,150

High Impact Ads
1200x628

Example Ads: 300x250



Example Ad 1 (300x250): A woman's face on the left, text on the right: **SAVING YOU TIME**, *money*, **& STRESS**. Below the image, the name **Lizy Hoeffler** is displayed, and a blue button at the bottom says **Get a free mortgage quote!**



Example Ad 2 (300x250): Large text **Phoenix**, followed by **Neighborhood News**. Below that, smaller text: **Keep up on all your Phoenix community news with The Upper Middle.** At the bottom left is the **the um** logo, and on the right is an orange button that says **TAKE ME THERE**.

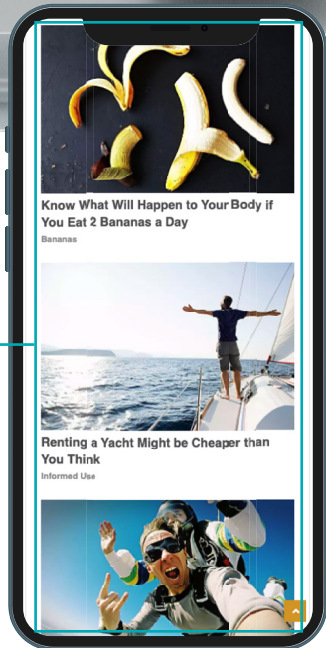
AD EXAMPLES

The UM

Example Ad: 728x90

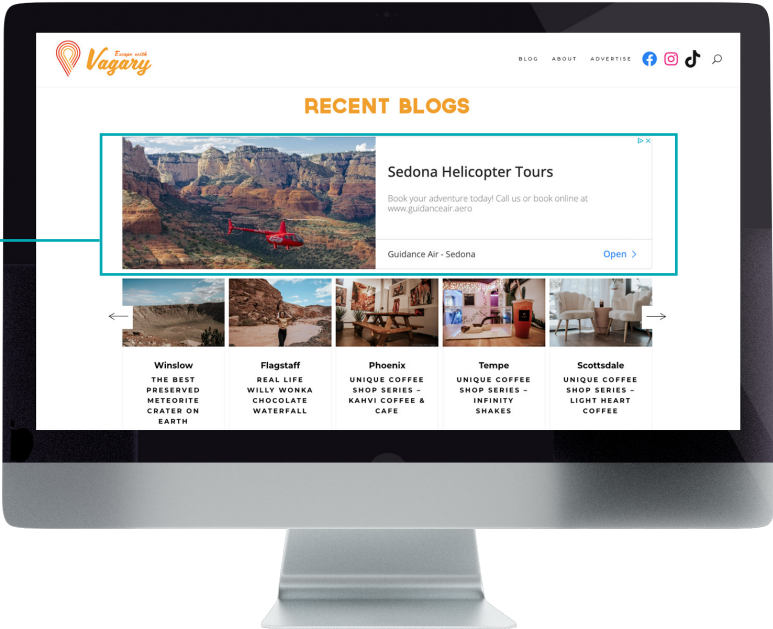


Mobile Ads: 300x250



Example Ad: 728x90

Example Ad: 1200x628



DETAILS

DIGITAL FILE FORMAT

PROVIDE - jpg, .gif or .png files. Full size must be less than 2KB and 72dpi. Flash files will not show on mobile devices.

WEBSITE

ROS (run of site), no placement secured. Client must specify month(s) ad will run. Full-contract payment required in advance.

Deadlines:

For ads requiring lay-out assistance, ads must be in before the 10th of the month to run the following month.

For ready ads, copy must be in before the 15th of the month to run the following month.

E-NEWSLETTER

Sent daily. Space available on first-come, first-served basis. Client must request run dates upon placement of order, and we will do what we can to comply.

Deadlines:

Ready copy is due one week before scheduled time.



For interest or information on advertising with OE Media contact

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