

What is the MadRapp Recorder?

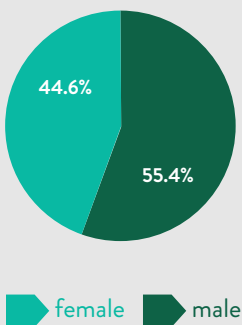
It is Madison and Rappahannock County's newest online newspaper. Launched in mid-August 2020, the newspaper has seen solid uptake in the Piedmont, already averaging around 2,000 users per month on the website. And our users spend a lot of time with us (by the standards of the web), with an average time on site of 1 minute and 44 seconds.

We also have a healthy Facebook presence, with 600+ followers.

The site has a well-balanced user base in terms of age and sex, skewing slightly older and more female. But we also get a healthy share of men and people between 25-44 (around 30%).

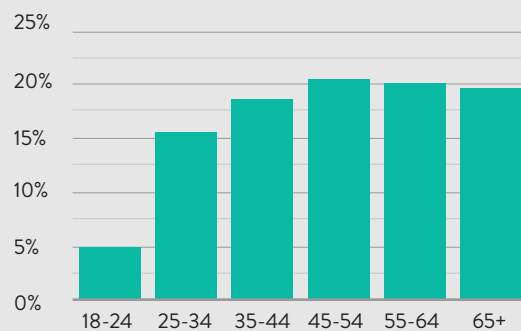
MadRapp Recorder User Profile

READER GENDER



36.30% of total users

READER AGES



35.23% of total users

WE'RE AIMING TO DELIVER THE BEST IN LOCAL NEWS

Our editorial philosophy is: Present the news, and let readers draw their own conclusions. We believe that's the BEST way to serve the community and build a strong business.

...And people trust advertising in local news

Your customers spend time with, and pay attention to, content in local papers. According to a 2019 study by the Virginia Press association, people turn to local papers for information on local businesses:²

- 79% of respondents agree community newspapers "provide valuable local shopping and advertising information."
- 24% of respondents rate community newspapers as their go-to source for local purchasing decisions, beating out all other mediums.

By contrast, people rated:

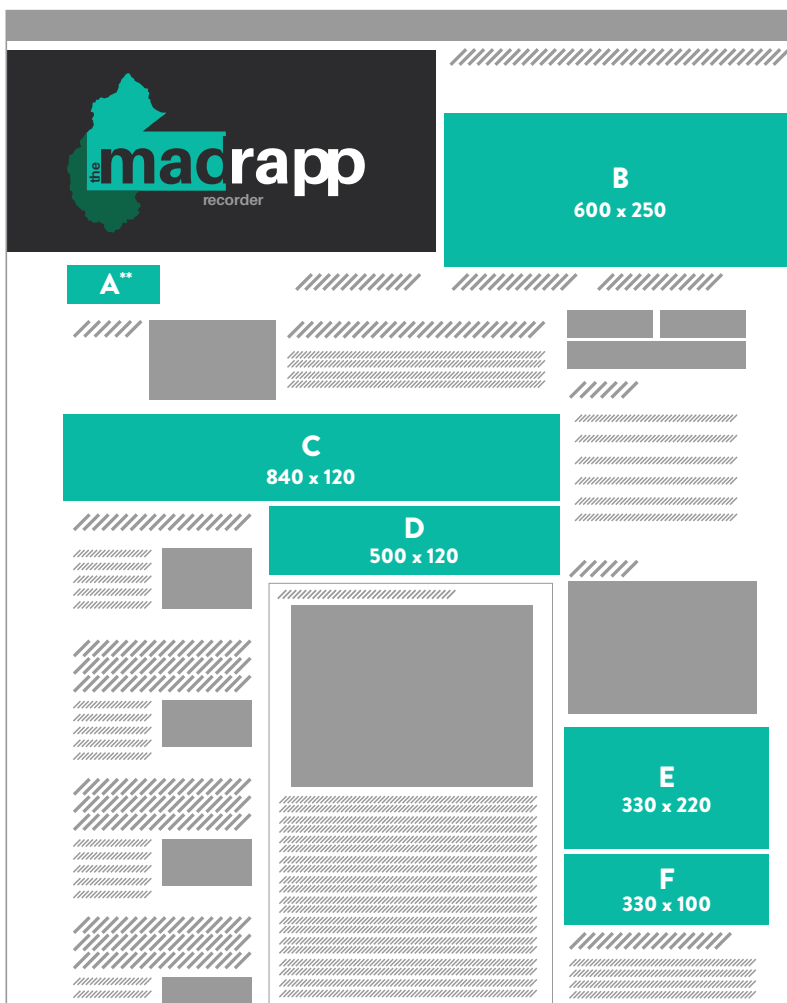
- Social media platforms at 17%
- Direct mailings at 14%
- In store promotions at 12%
- Local TV stations at 10%
- Radio ads at 4%
- Cable TV ads at 2%
- Metro newspapers at 1%



ADVERTISING WITH US

Ad Units and Pricing

Unit	1 Week	1 Month	3 Months	1 Year
B: Masthead*	125	500	1125 ^{†‡}	4500 ^{†‡}
.gif (animated)	N/A	300	675 ^{†‡}	2700 ^{†‡}
C: Center, Double Column*	35	150	338 [†]	1350 ^{†‡}
D: Middle Column*	30	125	280 [†]	1125 ^{†‡}
E: Right Column	25	100	225	900
F: Right Column 1/2 Size	20	75	170	675
Newsletter Sponsorship			338	1350



*Note: These units appear in a carousel format

** A: Donation

[†] seasonal local sports sponsorship available
\$800/season (fall, winter, spring)

[‡] includes "Spotlight" sponsored post

Limited time offer:
**3 MONTHS
FOR THE PRICE OF 2**

**DESIGN SERVICES
AVAILABLE**
(price on request)

CONTACT: JULIE LOHR
540-497-1491
admanager@madrapp.com

¹ Google analytics, report accessed 10/4/20, ² <https://www.vpa.net/national-newspaper-associations-annual-readership-survey-confirms-community-newspaper-readers-are-voters/> Accessed 6/27/20.