



hoodline

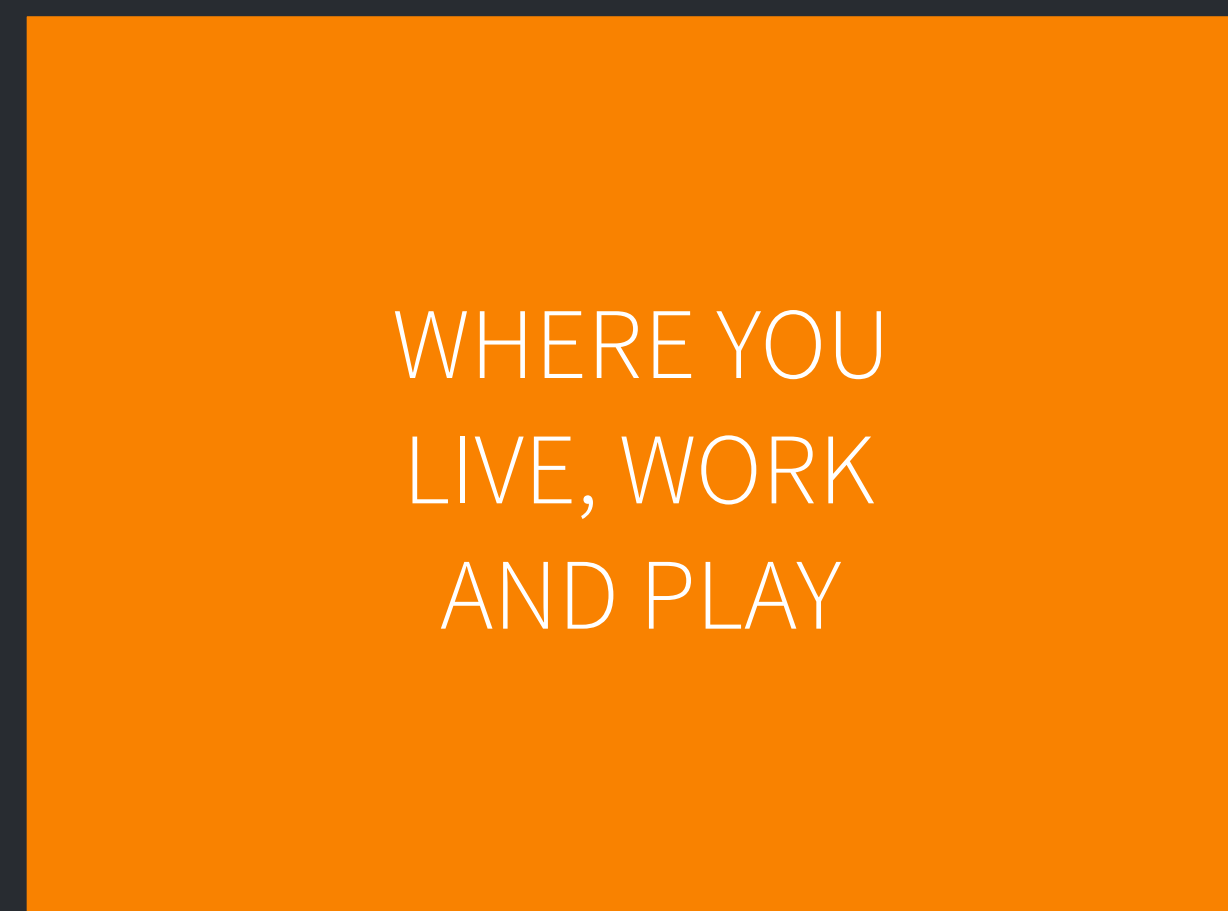
WORK WITH HOODLINE  
**MEDIA KIT 2017**

SEPTEMBER

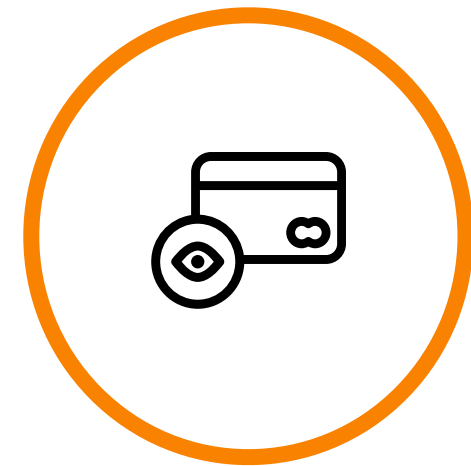


# hoodline

NEWS,  
INFORMATION &  
INSIGHTS

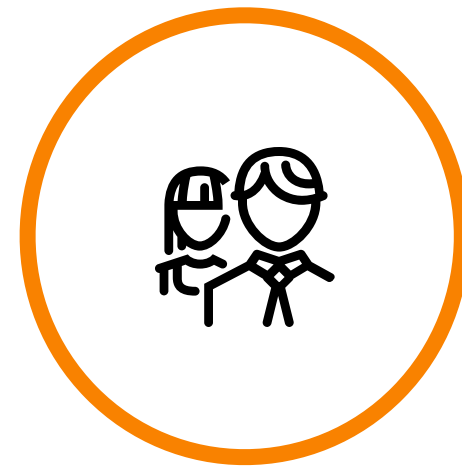


# HOODLINE AUDIENCE



MONTHLY PAGEVIEWS

**1.2+ MM**



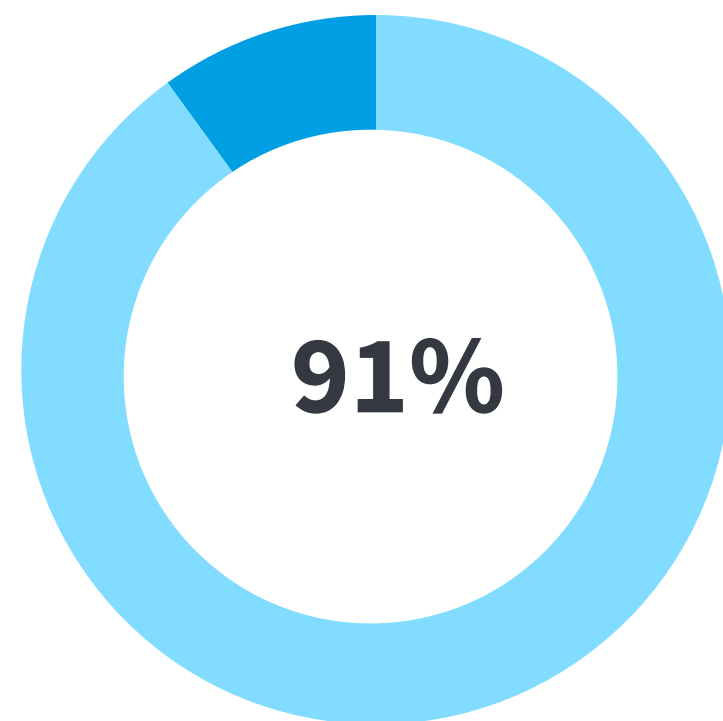
MONTHLY MAUs

**500,000+**

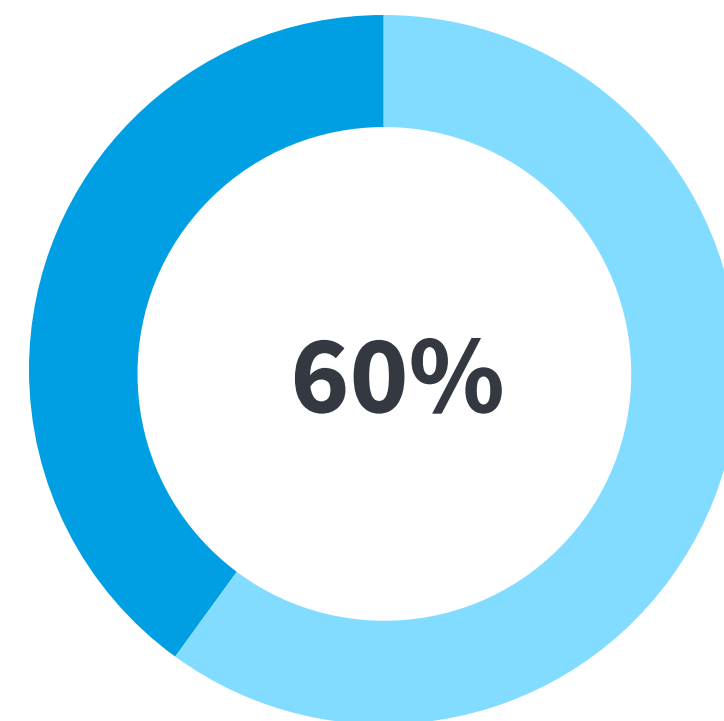


MONTHLY SOCIAL

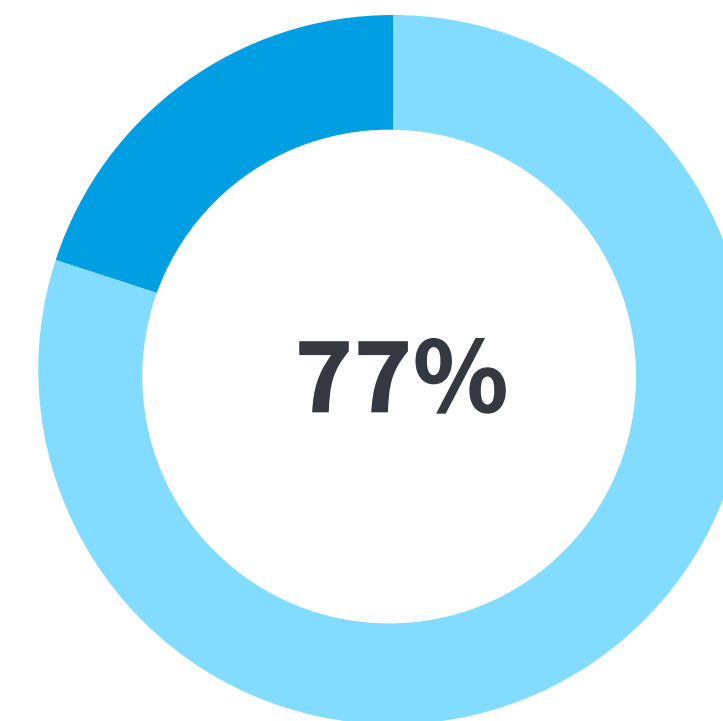
**1.5+ MM**



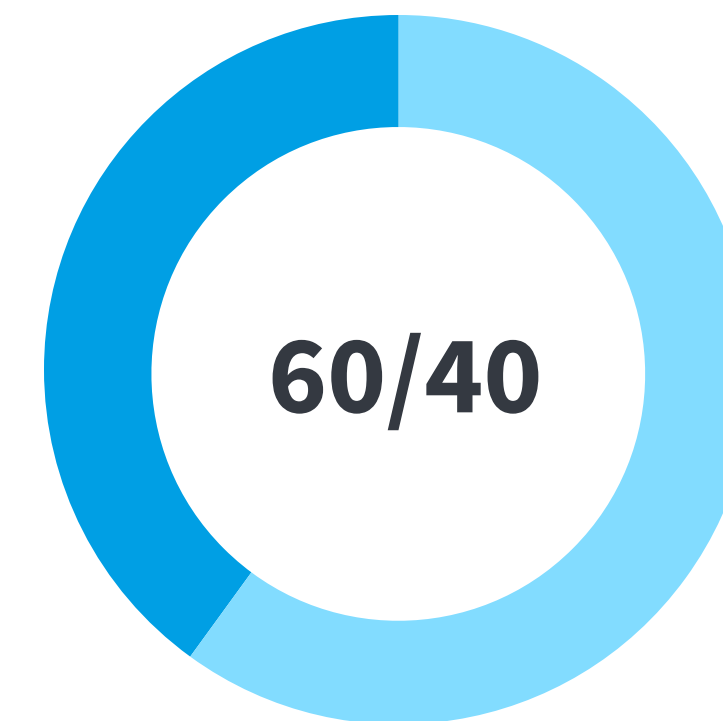
COLLEGE EDUCATED



INCOME OVER \$100K



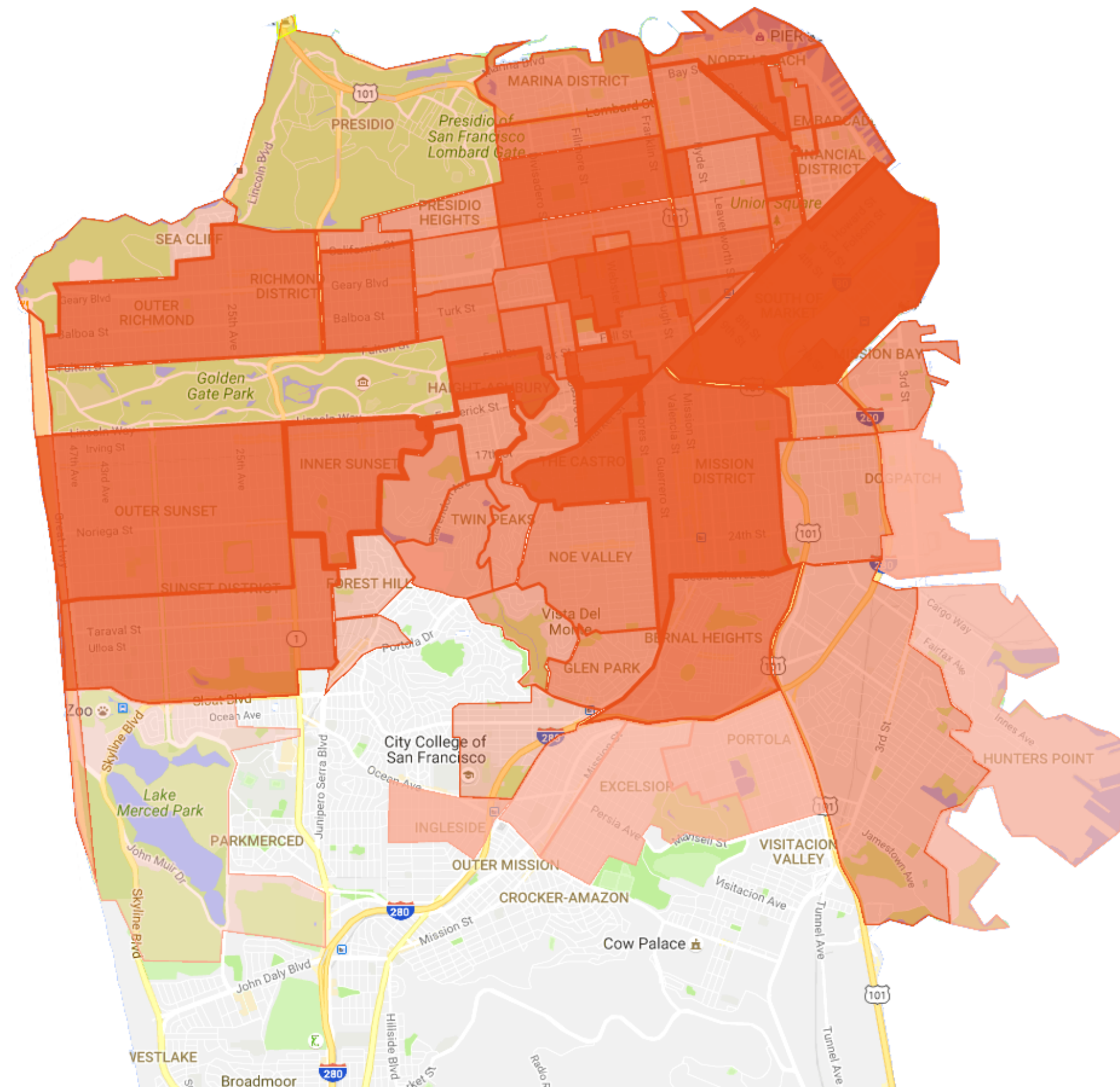
AGES 25-54



MALE /FEMALE RATIO

# HYPER LOCAL COVERAGE

Targeting on Hoodline is more granular than any ad package on the market.  
Reach readers in every neighborhood in San Francisco.



50%

## REACH

More than 50% of adults in San Francisco read Hoodline.

36+

## COVERAGE

More than 36 neighborhoods covered daily.

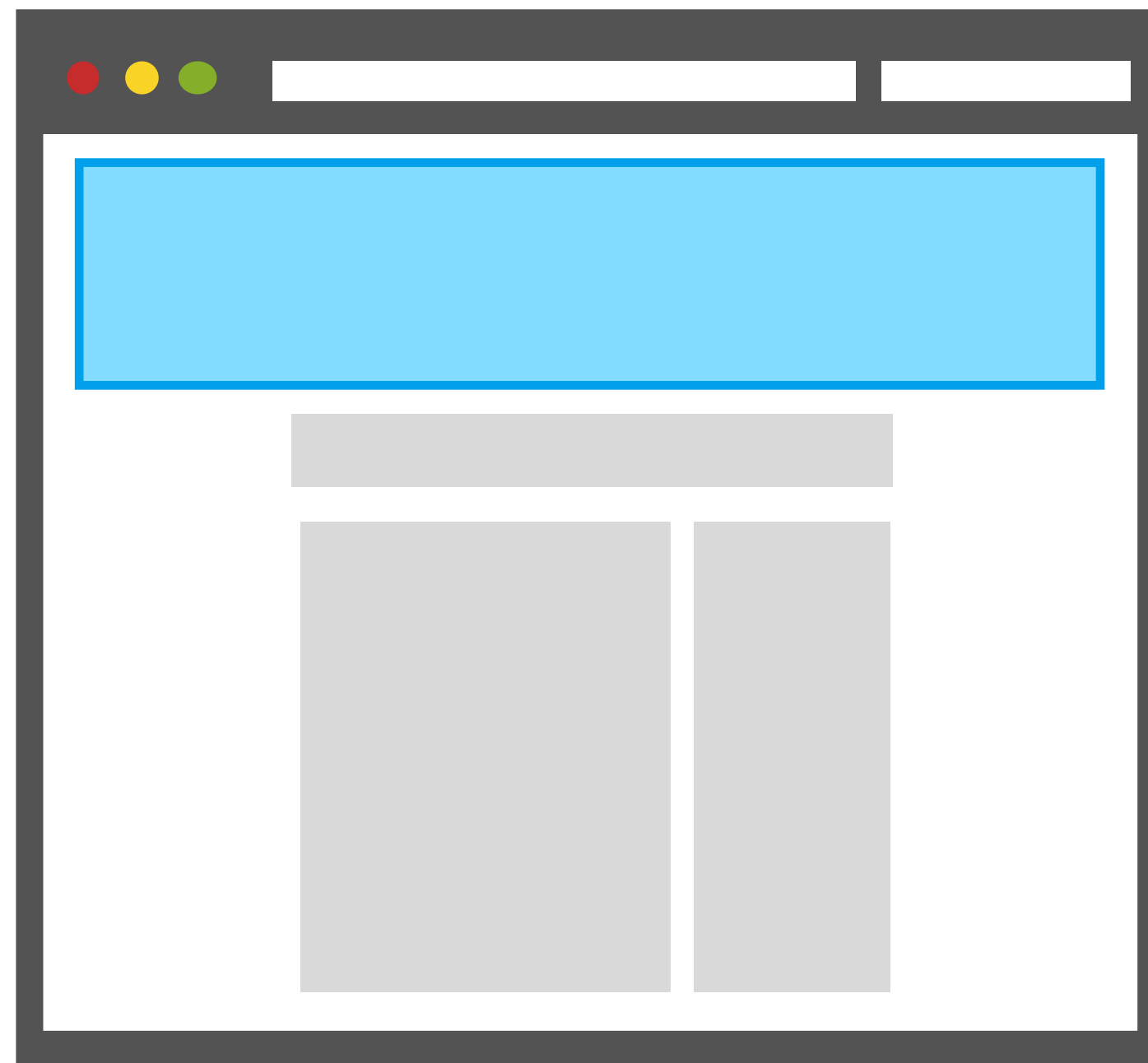
2k+

## COMMUNITY

More than 2,000 active readers contributing tips.

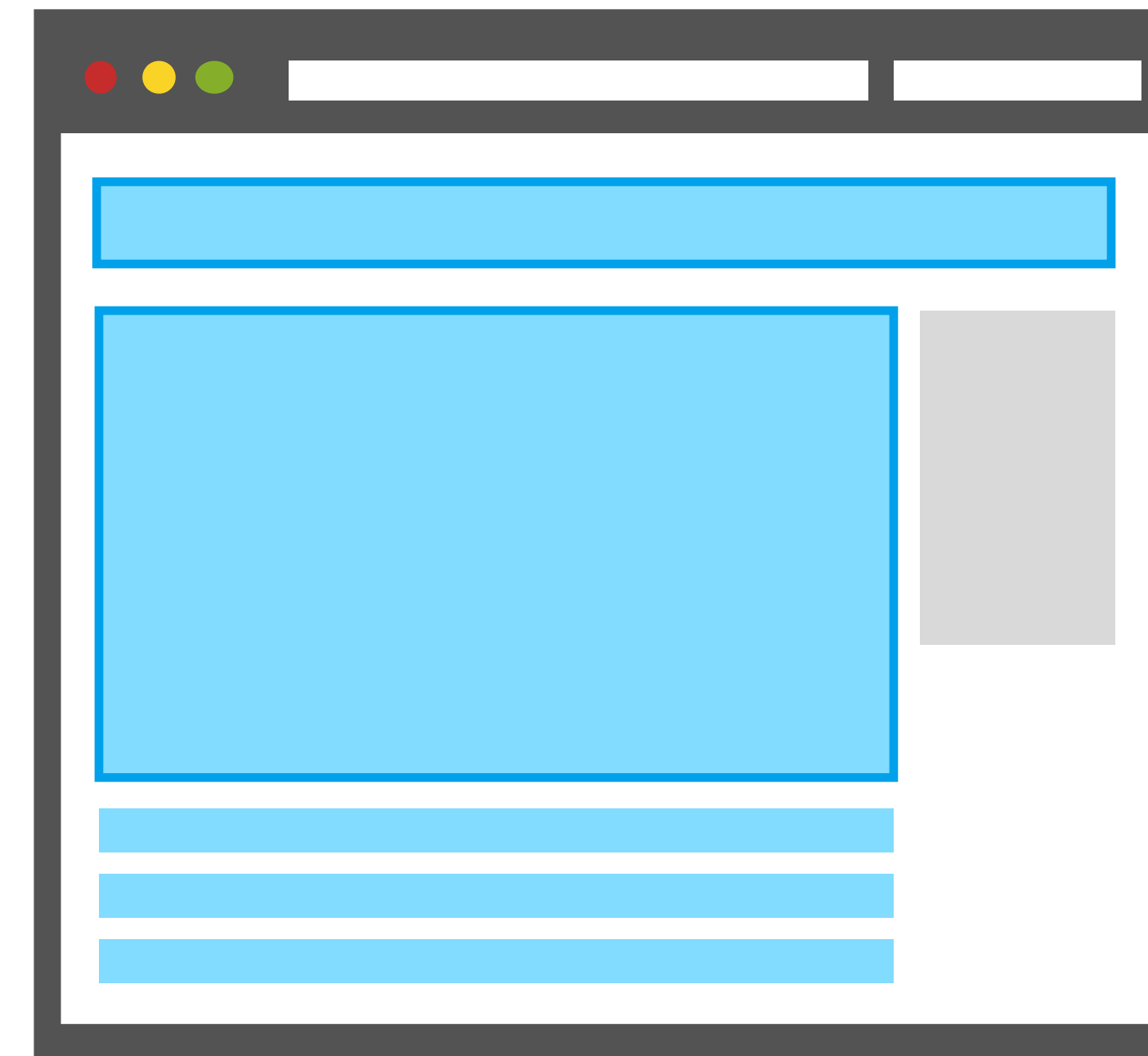
# ADVERTISING PACKAGES

## 100% SHARE OF VOICE



Take over the entire Hoodline site and ensure every one of our readers recognizes your brand.

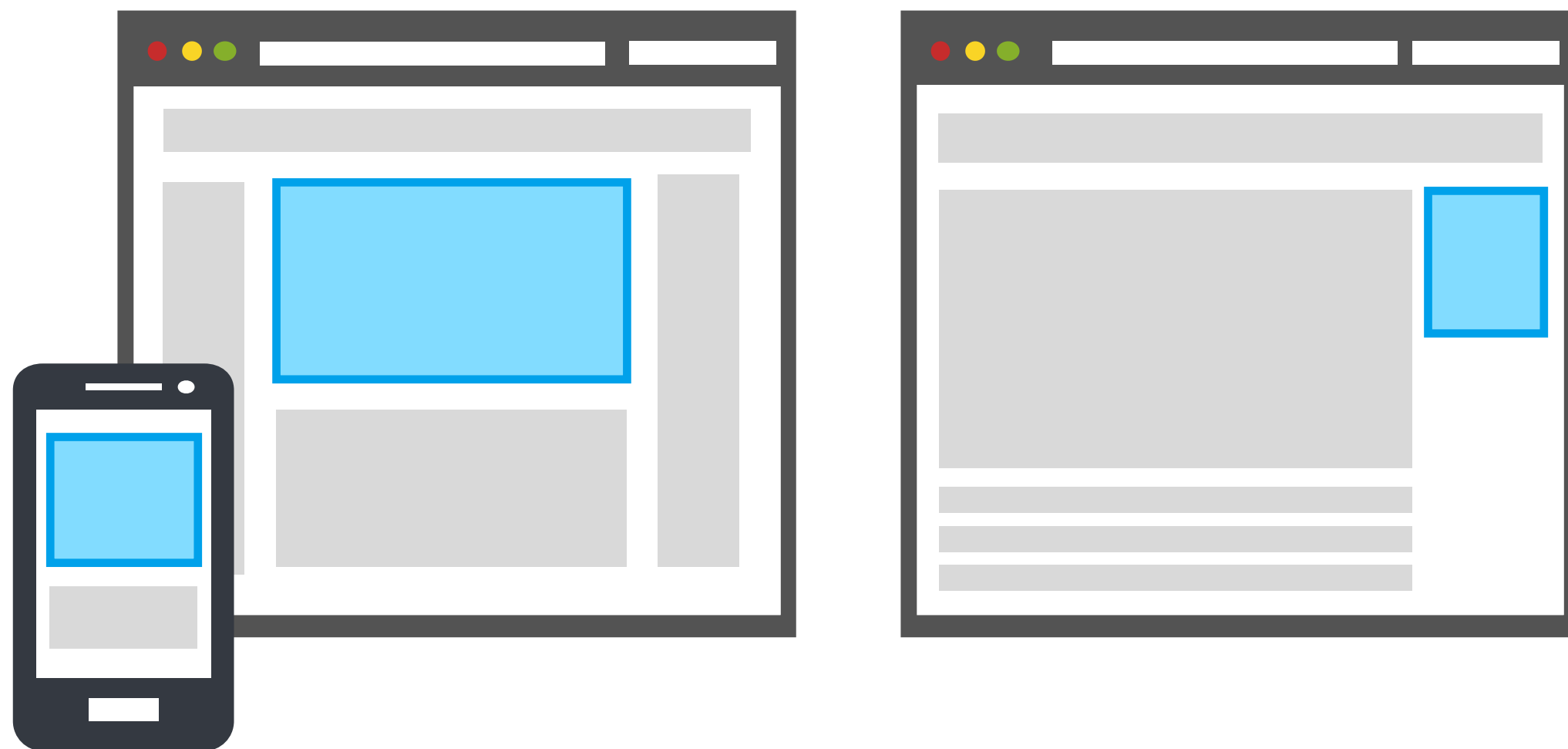
## SPONSORED STORIES



Reach the Hoodline audience with an authentic sponsored story that can also be amplified across our many distribution channels.


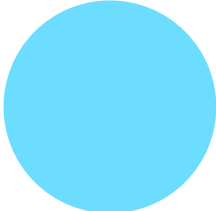
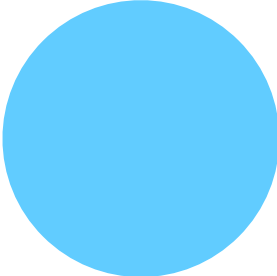
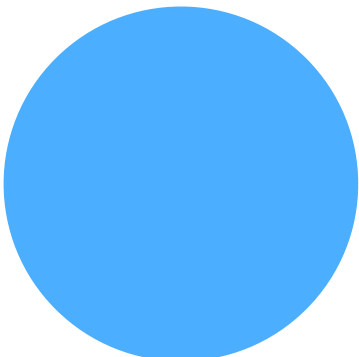
# ADVERTISING PACKAGES

## DISPLAY ADS



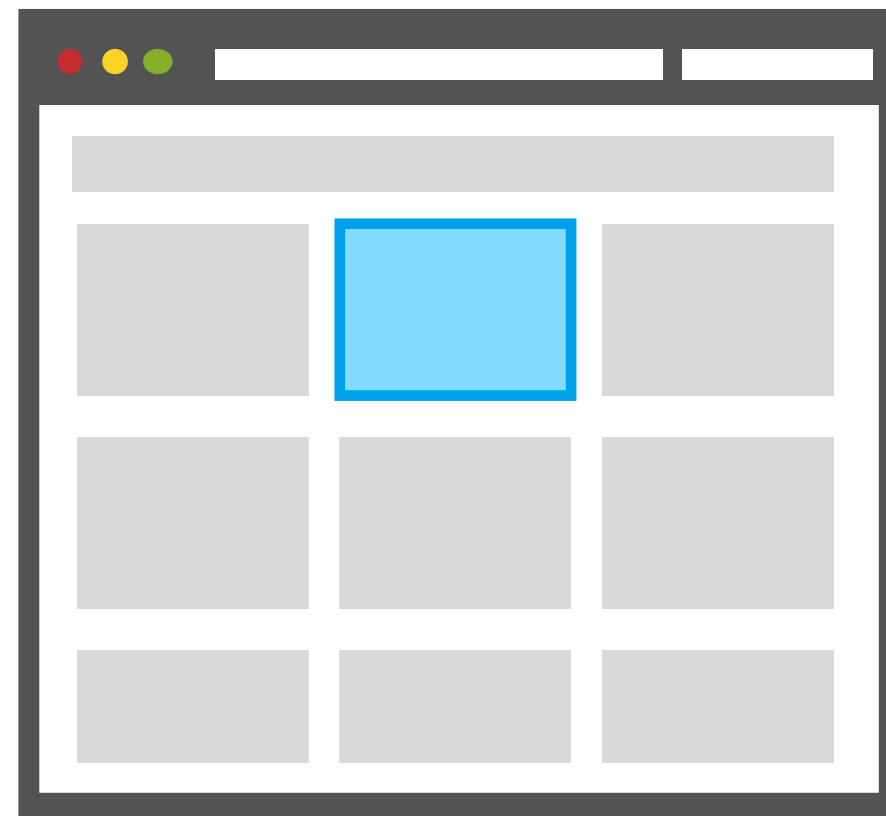
Hoodline offers display ad units on desktop and mobile. Simply select your target volume, and pick your ad style and send us your preferences.

## SELECT VOLUME

-  **INTRODUCTORY**  
15,000 estimate impressions | \$250 | \$16.66 CPM
-  **INTERMEDIATE**  
40,000 estimate impressions | \$500 | \$12.50 CPM
-  **STANDARD**  
100,000 estimate impressions | \$1000 | \$10 CPM
-  **PREMIUM**  
Custom bulk pricing for packages larger than 100k impressions

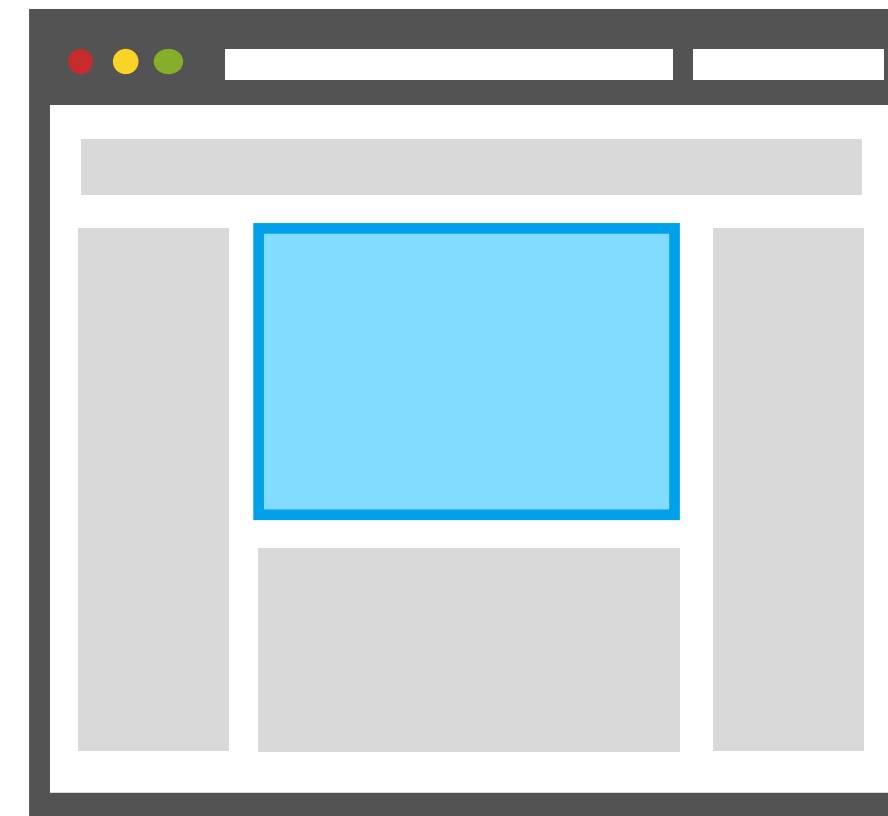
# EVENT PROMOTION SUITE

## FEATURED EVENTS CALENDAR



Target San Francisco event goes with a featured placement at the top of our events calendar.

## EVENT SPOTLIGHT ARTICLE



Draw a crowd to your event with our engaging pre or post event spotlights.

## LOCAL TV SPOT

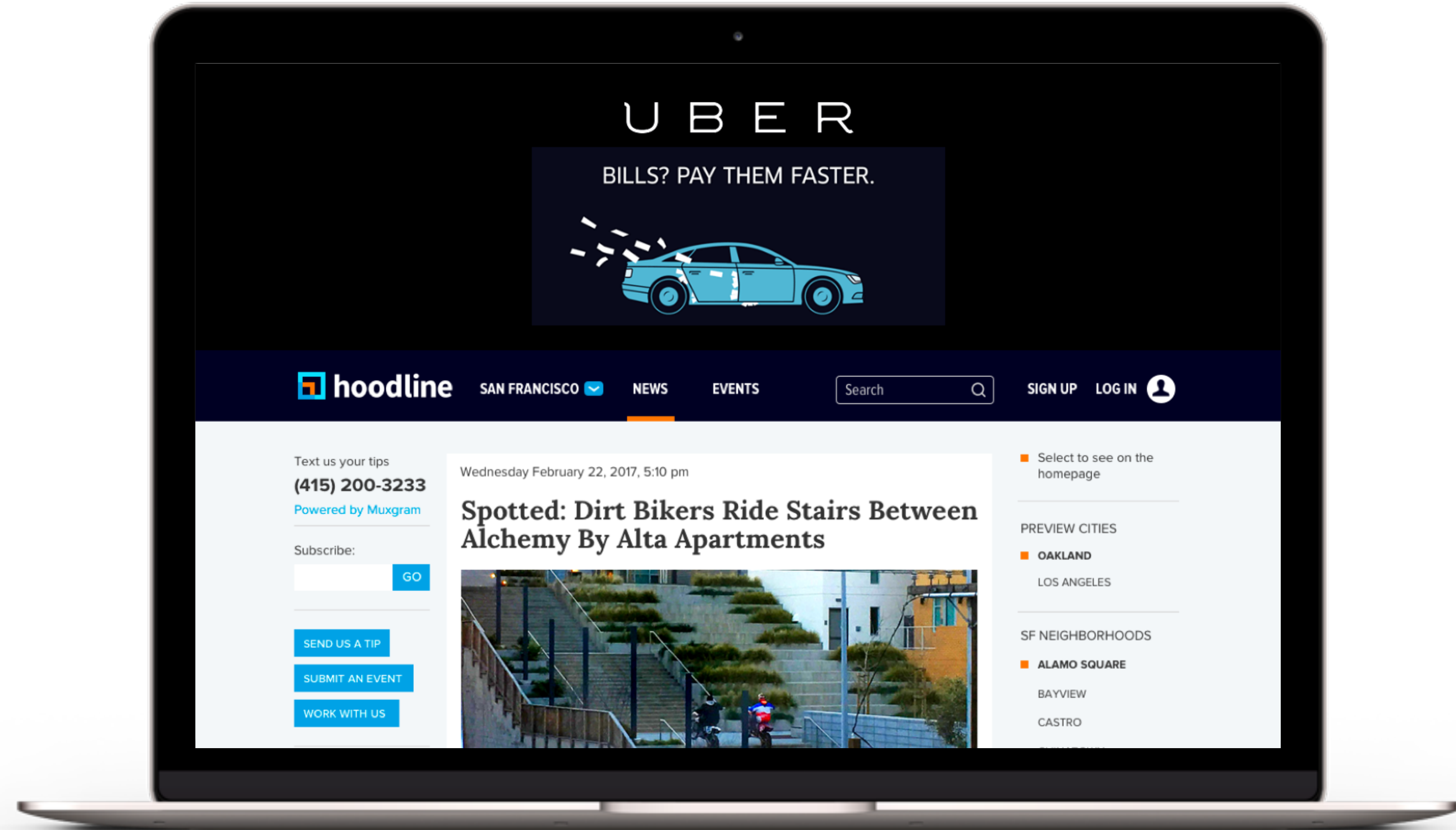
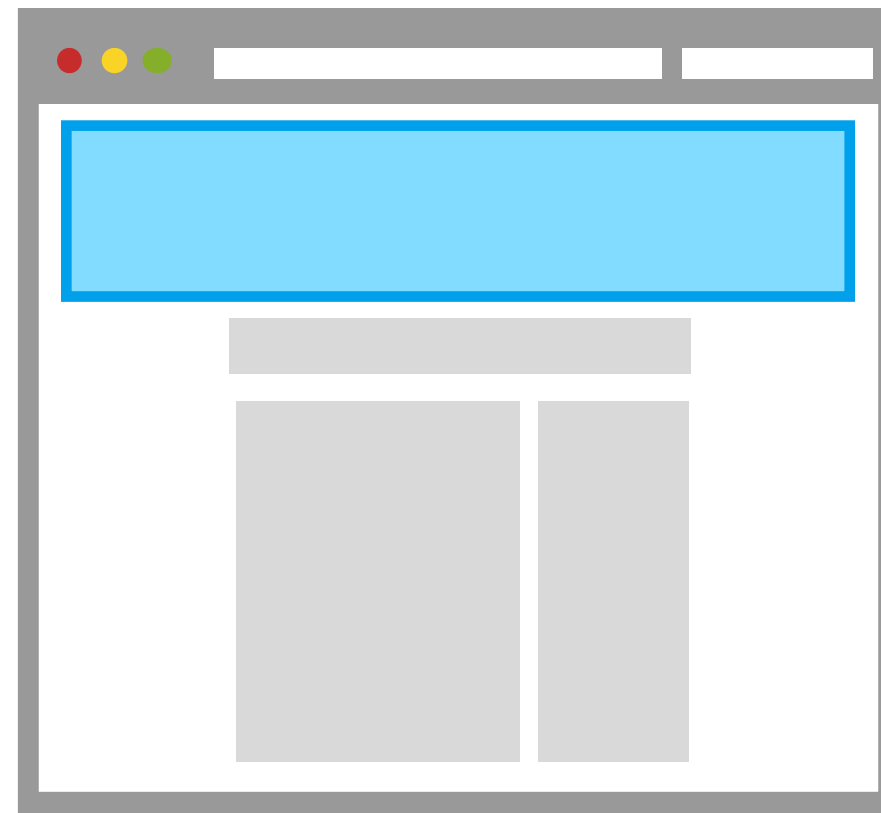


Leverage our partnership with ABC7 to promote your upcoming events during local tv broadcasts.

THIS COULD BE YOU

# EXAMPLE TAKEOVER

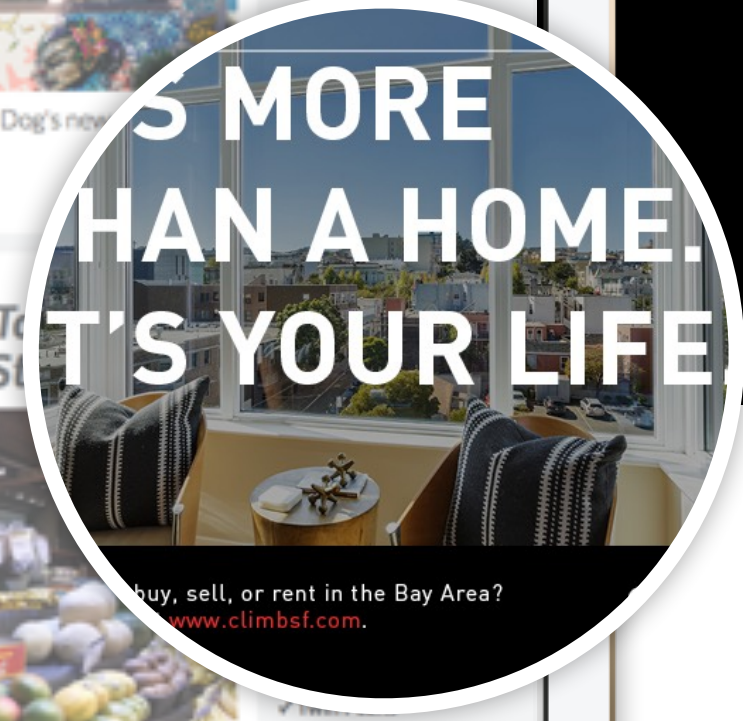
100% SHARE OF VOICE





DON'T JUST TAKE IT FROM US

# SELECT CUSTOMERS



# CONTACT US

For general advertising inquiries please contact us at [sales@hoodline.com](mailto:sales@hoodline.com) and we'll get back to you within 24 hours.  
If you have a specific request or question, don't hesitate to reach out to our business development team.



**Desiree Perea**  
**business development**  
[desiree@hoodline.com](mailto:desiree@hoodline.com)



**Jes Wolfe**  
**chief operating officer**  
[jes@hoodline.com](mailto:jес@hoodline.com)



**Jason Hwang**  
**partnerships**  
[jason@hoodline.com](mailto:jason@hoodline.com)