



# HENRICO CITIZEN MEDIA KIT 2021

**CONNECTING  
HENRICO COUNTY  
LIKE NO ONE ELSE  
CAN.**

**LET US DELIVER  
YOUR MESSAGE  
TO OUR LOYAL  
READERS IN  
METRO RICHMOND'S  
MOST DESIRED  
COMMUNITY.**

*Lewis Ginter Botanical Garden*



# ABOUT THE CITIZEN

*Henrico County's award-winning, independent, hometown news source – trusted and relied upon by readers since its inception in 2001.*

## OUR HISTORY

Publisher and owner Tom Lappas founded the Henrico Citizen in 2001 and continues to own and operate it today. The Citizen's first print issue published nine days after the Sept. 11 attacks, and it published in print twice monthly for more than 18 years, adding online, email, social media, app and podcast platforms along the way. In March 2020, the Citizen transitioned to a fully digital, daily weekday news organization. From our print-only beginnings to our [eight-platform digital structure](#) today, we have evolved and grown along with Henrico County.

## OUR MISSION

For 20 years, the Henrico Citizen has been connecting the Henrico community – readers, businesses, organizations and others – with fair, accurate, trusted coverage of the news, events, issues and people that matter to Henrico citizens. From education to government, nonprofits to youth, business to development and much more, the Henrico Citizen exists [to serve](#) the people of Henrico.

For two decades, the Citizen has been the only local media organization dedicated solely to Henrico. We produce real journalism and always have. Our publisher, managing editor and online editor have more than 65 years of combined experience covering the county. We provide [perspective](#) that other, less-experienced outlets simply can't. We write about the people, places and events that make Henrico unique. You're likely to see the name or face of [someone you know](#) in the Citizen.

There's a reason why the Henrico Citizen has been Henrico's hometown news source since 2001: Our [clients](#). Through our eight platforms, clients reach our tremendously [loyal](#) community of readers – readers who trust our coverage and who trust our clients by extension.

## OUR RECOGNITION

The Citizen and its staff have earned 222 awards for journalistic excellence from the Virginia Press Association, the Virginia Professional Communicators and the National Federation of Press Women.



Virginia Press Association



In 2020, the Citizen was one of just three Virginia news organizations to earn a grant from the Facebook Journalism Project's COVID-19 Local News Relief Fund Grant Program. It also was a recipient of funds through the 2020 Google News Initiative's Journalism Emergency Relief Fund, and it earned a "Best In Show" award and five others from the VPA.



Contact: Publisher Tom Lappas  
tom@henricocitizen.com  
804.262.1700, ext. 1



# TESTIMONIALS

*Why do readers and advertisers value and trust the Henrico Citizen?  
Find out – in their own words.*

We've been advertising in the Henrico Citizen for the last 13 or 14 years. We find that it's a good way to reach the audience that we're looking for. You can always count on them for a quick response when making changes to meet market needs and informative articles.

– Peter Francisco, owner, Lakeside Farmers' Market and Peter L. Francisco Co.

These local news sources are more critical than ever as so many news outlets now are part of larger companies and only have a national focus. The Henrico Citizen is our connection to all things in the county, and we need this local coverage more than ever before.

– Rodney W.

Thanks to the Henrico Citizen for sharing the happenings in Henrico County for decades.

– Angela H.

Thank you for keeping local journalism alive in RVA.

– Joe

Thanks for all your hard work and informative journalism.

– Jamie H.

Thanks for your service to our community.

– Bill P.

Thank you for your commitment to sharing news in Henrico County!

– Kristi K.

We're happy to support the excellent work of the Henrico Citizen and its essential role in keeping the community informed.

– Tom and Betsy M.

Local journalism matters! Thanks for all that you do!

– Karen R.

Thank you Henrico Citizen for bringing the latest news to our community. The Henrico News Minute is especially informative and brings our community together during these difficult times.

– Debra R.

I'm a Henrico County employee and about a month ago I started listening to your podcast everyday. You are really keeping me (and everybody) connected to Henrico and regional news in a time we need it most. Thank you for all you do!

– Leslie O.

Keep up the good work. I love the articles you cover regarding local events. I have found out so much about what is going on in our county by reading the Henrico Citizen.

– Sylvia R.

## OUR ADVERTISERS

A sampling of the companies that have advertised with us recently.



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# READERS AND REACH

Learn more about our readers and how they consume news from the Henrico Citizen.

Henrico Citizen readers are active, **engaged** members of their community. They are mothers, fathers, professionals, business owners, volunteers. They are invested in Henrico County, loyal to the Citizen – and they tend to make a point to do business with our advertisers when possible, as a result.

The typical Henrico Citizen reader is a **45-55 year-old college-educated woman** with a family and aging parents, someone who makes the buying decisions for three generations, is active in the community, regularly attends events or festivals, dines out, buys on quality and reputation and is a loyal customer.



*\*Source: Study of 1,197 Citizen readers, conducted by The Social Science Research Center at Old Dominion University.*

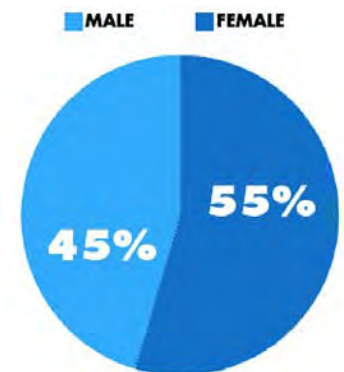
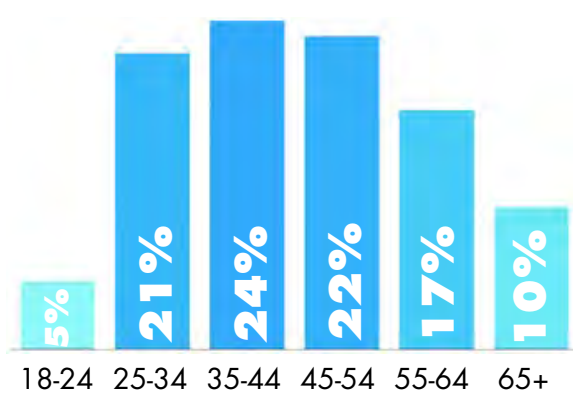
## HENRICOCITIZEN.COM READERS

# 68,704

UNIQUE VISITORS/MONTH

# 141,846

PAGE VIEWS/MONTH



*\*Source: Google Analytics, Mar.-May, 2021*

## HENRICO NEWSFLASH READERS

# 13,102+

EMAIL SUBSCRIBERS

# 27%

AVERAGE DAILY OPEN RATE

# 11%

AVERAGE DAILY CLICK RATE

*\*Source: Substack Analytics, Mar.-May, 2021*

## HENRICO CITIZEN SOCIAL MEDIA FOLLOWERS

# 16,885+

TOTAL FOLLOWERS

# 217,000+

ENGAGEMENTS/MONTH

*\*Source: Facebook, Twitter and Instagram Mar.-May., 2021*



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# DIGITAL FOUNDERS

An annual package offering advertising exclusivity within your specific industry across the Citizen's online, email, social media and sponsored content outlets

## DIGITAL FOUNDERS PACKAGE COMPONENTS

- ✓ **EXCLUSIVITY!** No other advertiser in your specific industry will be permitted to advertise with the Henrico Citizen during your agreement.\*
- ✓ Takeover advertisement on HenricoCitizen.com (12 months)
- ✓ Display advertisement on HenricoCitizen.com (12 months)
- ✓ Tower display advertisement 2x weekly in Henrico Newsflash email (12 months)
- ✓ Sponsored article about your business on HenricoCitizen.com (in perpetuity)
- ✓ Logo, hotlink included on "Digital Founders" page on HenricoCitizen.com (in perpetuity)
- ✓ Social media posts twice monthly on each of our three platforms.

\* Client will pick one specific industry (i.e., pediatrician, not healthcare provider)

### TAKEOVER ADVERTISEMENT

Appears behind and around all content on a page.

Dimensions: 1920x1200 pixels



### DISPLAY ADVERTISEMENT

Select one:

- 970x250 pixels
- 300x400 pixels

### NEWSFLASH ADVERTISEMENT

Appears on the right rail.

Dimensions: 2.4" wide by 3" tall

### SPONSORED ARTICLE

Maximum 850-word article and 2 photos; appears in perpetuity on HenricoCitizen.com. (Article composition included.)



**\*\* Call or email for pricing \*\***  
**12-month agreement required**  
(Save 20% if prepaid)



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# HENRICOCITIZEN.COM

Online home of the Henrico Citizen, the most trusted source of Henrico County news and events since 2001, read by more than 81,000 unique visitors per month.

## SPONSORSHIP OPPORTUNITIES

The Citizen offers dozens of styles of online advertisements, from traditional static banner and display ads to unique, creative new styles you won't find anywhere else locally. Online advertisements are categorized in the five general styles, locations and rates shown below, but a variety of options exist within each category. Additional charges may apply to some styles of ads. View some samples at [henricocitizen.com/sample-advertisements](http://henricocitizen.com/sample-advertisements) or contact us to learn more.

### TAKEOVER DISPLAY – \$1,000/month

Your hotlinked advertisement appears around all content on every page within a section, ensuring maximum exposure in a can't-miss format.

- **Dimensions: 1920 pixels wide by 1200 pixels tall**



### TOP-BANNER DISPLAY – \$800/month

Your hotlinked advertisement appears above our masthead at the top of the page, ensuring immediate visibility.

- **Dimensions: 1200 pixels wide by 280 pixels tall**



### POP-UP/SLIDE-IN DISPLAY – \$700/month\*

Hotlinked advertisements in these categories appear over top of content, typically producing higher interaction and click-through rates. A variety of unique styles are available.

- **Dimensions: Vary (Ask for details and samples)**



### IN-ARTICLE BANNER – \$650/month

Your hotlinked banner advertisement appears within articles, ensuring that readers can't miss it as they scroll through our stories.

- **Dimensions: 720 pixels wide by 300 pixels tall**



### SIDE-RAIL DISPLAY – \$500/month\*

Your hotlinked static advertisement appears in the right-hand column, visible as readers scroll down a page.

- **Dimensions: 300 pixels wide by 300 pixels tall**



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# HENRICO NEWSFLASH

A daily weekday email news update distributed to 12,600+ subscribers, featuring links to all news and event coverage from the Citizen during the most recent 24 hours – as well as links to advertisers' sites.

## SPONSORSHIP OPPORTUNITIES

### TOP BANNER SPONSOR – \$950/month

(Limited to one sponsor per month)

Your top banner advertisement and hotlink appear at the top of every daily weekday Henrico Newsflash email update for four weeks.

### IN-ARTICLE SPONSOR – \$650/month

(Limited to four sponsors per month)

Your in-article banner advertisement and hotlink appear between headlines in three Henrico Newsflash email updates every week for four weeks.

### DISPLAY SPONSOR – \$350/month

Your display advertisement and hotlink appear along the right rail in three Henrico Newsflash email updates every week for four weeks.



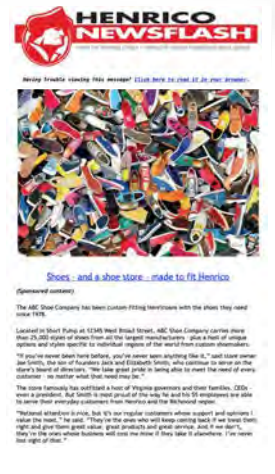
## DEDICATED EMAIL BLAST

### ONE DISTRIBUTION – \$500

Your business's message, images, logo, links – whatever combination of information you wish to provide – are featured in one dedicated, direct email blast to 12,600+ recipients of the Henrico Newsflash. Your message and content appears beneath the Newsflash logo. All content must meet the publication standards of the Citizen (for example, nothing vulgar or inappropriate, etc.).

### THREE DISTRIBUTIONS – \$1200

Save \$300 when you purchase three email distributions; your emails will be distributed on any three dates of your choice during a 365-day period.



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# SPONSORED CONTENT

An article about your business – written by your business or written or edited by our staff – published on HenricoCitizen.com, where it remains in perpetuity.

## ONE SPONSORED ARTICLE – \$500

Your article – containing no more than 850 and three photos – is published to HenricoCitizen.com and appears in the same format our staff-written articles appear, labeled “Sponsored Content.” It remains in perpetuity.

- Add \$125 for our staff to write your article
- OR
- Add \$50 for our staff to edit your article

## THREE SPONSORED ARTICLES – \$1200

Save \$300 when you purchase three sponsored articles; your articles will be distributed on any three dates of your choice during a 365-day period.

- Add \$300 for our staff to write your 3 articles
- OR
- Add \$125 for our staff to edit your 3 articles



## ONE SPONSORED ARTICLE, PLUS NEWSFLASH INCLUSION – \$750

Your article is published to HenricoCitizen.com and remains in perpetuity AND is included in one issue of the Henrico Newsflash email news update, along with news and event coverage, labeled as “Sponsored Content.”

## THREE SPONSORED ARTICLES, PLUS NEWSFLASH INCLUSION – \$1,850

Save \$400 when you purchase three sponsored articles, plus Newsflash inclusion; your articles will be published (and included in the Henrico Newsflash) on any three dates of your choice during a 365-day period.

- Add \$300 for our staff to write your 3 articles
- OR
- Add \$125 for our staff to edit your 3 articles



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# HENRICO NEWS MINUTE

An original daily weekday podcast hosted by publisher Tom Lappas that provides important news and events from Henrico County, as well as original reporting from the Citizen.

## SPONSORSHIP OPPORTUNITIES (Limited to one sponsor each per month)

### PRESENTING SPONSOR- \$750/month

- **Audio** – Your company is mentioned at the outset of every podcast episode as the sponsor and your 30-second audio advertisement appears in every episode for one month.
- **Email** – Your email leaderboard advertisement and hotlink appear at the top of every daily weekday Henrico News Minute email for one month, featuring links to that day's episode.
- **Social** – Your advertisement appears once per month on the Henrico Citizen's Twitter account (@HenricoCitizen), Facebook page and Instagram account, with a total reach of 13,000+ users.

### SUPPORTING SPONSOR- \$450/month

- **Audio** – Your 15-second audio advertisement appears in every episode of the podcast for one month.
- **Email** – Your email leaderboard advertisement and hotlink appear in the middle of every daily weekday Henrico News Minute email for one month, featuring links to that day's episode.
- **Social** – Same as the Presenting sponsorship above.

### PATRON SPONSOR- \$125/month

- **Audio** – Your 5-second audio advertisement appears in every episode the podcast for one month.
- **Email** – Your email leaderboard advertisement and hotlink appear in the bottom of every daily weekday Henrico News Minute email for one month, featuring links to that day's episode.
- **Social** – Same as the Presenting sponsorship above.

## HENRICO NEWS MINUTE




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# SOCIAL MEDIA & APP

Four platforms through which readers – and potential clients of your business – stay in touch with the latest news, events and coverage from the Henrico Citizen around the clock.

## SOCIAL MEDIA SPONSORSHIP OPPORTUNITIES

### SPONSORED POSTS – \$250/month

• Your company’s post of 100 words or less (along with one photo and a link to the site of your choice) appears once on each of the Henrico Citizen’s three social media platforms (Facebook, Twitter and Instagram) and is designated as a “Partner Message.”



5,900+ followers



9,700+ followers



1,100+ followers

## HENRICO CITIZEN APP SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR– \$500/month

Your banner advertisement (300 pixels by 300 pixels) and hotlink appear at the top of each page in the Henrico Citizen’s mobile app for one month.

### SUPPORTING SPONSOR– \$400/month

Your banner advertisement (300 pixels by 300 pixels) and hotlink appear between headlines in the Henrico Citizen’s mobile app for one month.

### PATRON SPONSOR– \$250

Your banner advertisement (300 pixels by 300 pixels) and hotlink appear in rotating spots in the Henrico Citizen’s mobile app for one month.



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