



EXPLORE  
**North  
Park**  
SAN DIEGO, CA

MEDIA KIT // PRINT + DIGITAL

**NORTH PARK  
MAIN  
STREET**



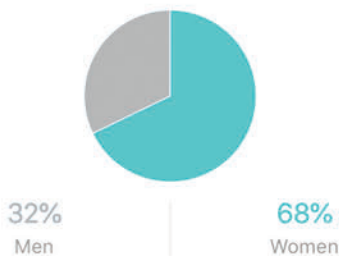
## ABOUT US

Explore North Park is a robust North Park Main Street marketing campaign that encompasses San Diego County, drive markets and tourism marketing affiliates.

Paid marketing dollars by advertisers are utilized towards publishing the Explore North Park Magazine, brochure, street banner program, website, social media, email marketing, PR as well as partnerships with the San Diego Tourism Authority.

If paid advertising isn't what you are looking for, North Park Main Street is happy to promote your business, event or special through the North Park Main Street website, social media and email marketing at no cost to NPMS members. For opportunities please contact [jake@northparkmainstreet.com](mailto:jake@northparkmainstreet.com)

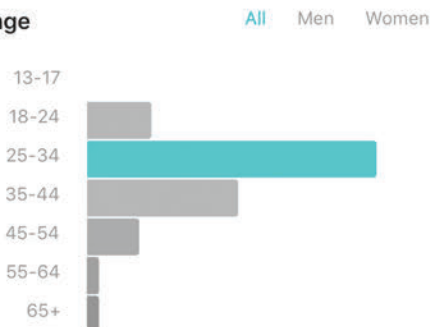
### Gender



### Top Locations



### Age Range



## OUR STATS

FLIP THROUGH THE NEXT FEW PAGES TO SEE OUR OUTREACH STATS, INCLUDING SOCIAL MEDIA EFFORTS. IMAGINE YOUR SERVICE OR BUSINESS BEING HIGHLIGHTED. ▶▶▶▶



## DISTRIBUTION

Ranging throughout San Diego to upper Orange County, Explore North Park has been delivered to tourist hubs and concierges up the coast of Southern California as well distributed in neighborhoods throughout the city of San Diego.

## FACEBOOK + TWITTER

2.5K

Facebook Page Likes

2,033

Twitter Followers

## INSTAGRAM + IG STORIES

35.3K

Followers

1,234

Average IG Stories Views

310.4K

Likes Recieved

8,030

Comments Recieved



## WEB TRAFFIC

Weekly email blasts and blog posts. Stats are from 1/18 to 5/18.

73,281+

Total Website Views

4,319

Eat Webpage Views

3,538

Shop Webpage Views

8,764

Email Subscribers

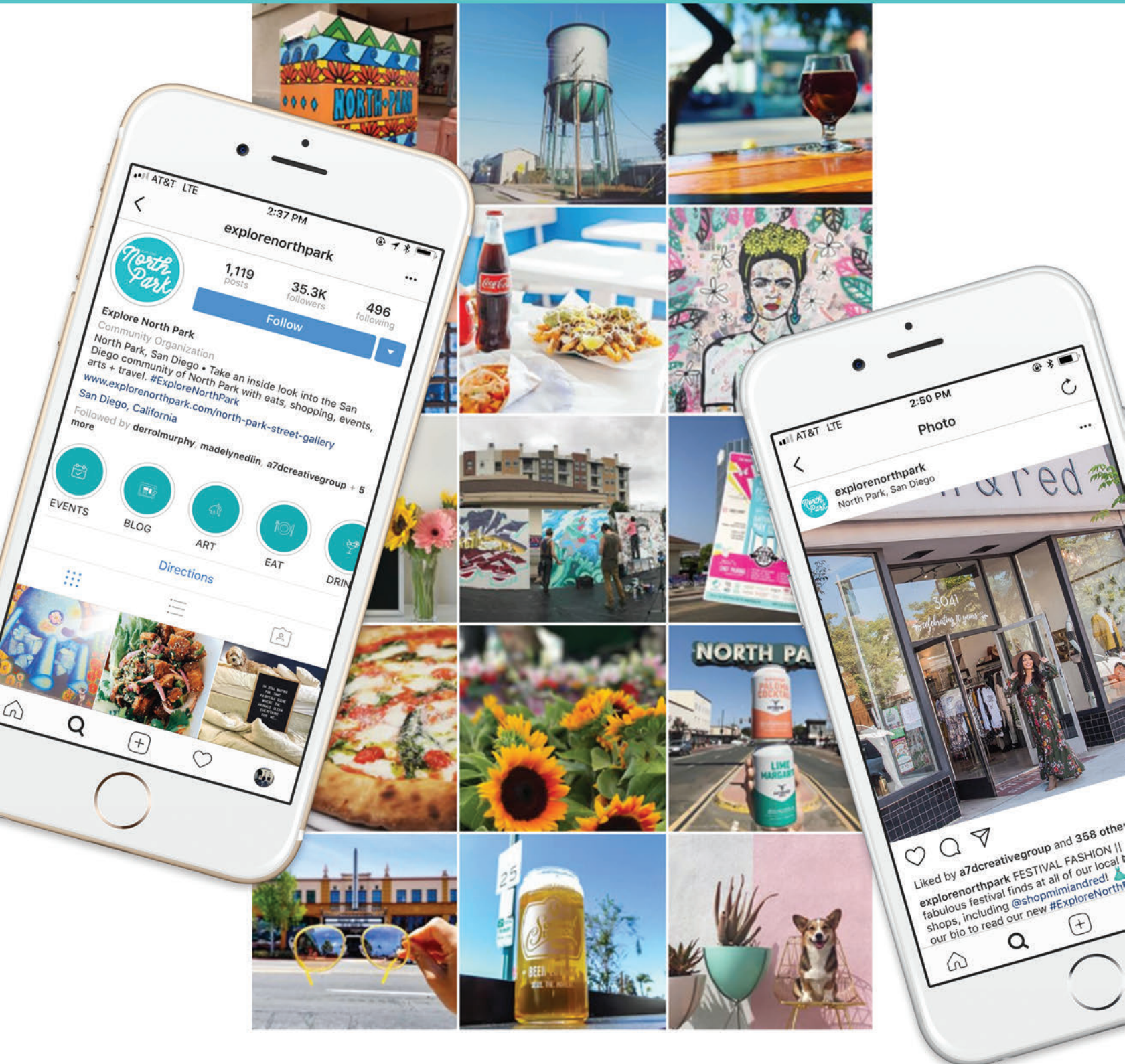
2,207

Drink Webpage Views

2,180

Art Webpage Views

# EXPLORE North Park SAN DIEGO, CA



EXPLORE NORTH PARK | A NORTH PARK MAIN STREET MARKETING CAMPAIGN  
619.294.2501 • @EXPLORENORTH PARK • #EXPLORENORTH PARK



## PRINT AD PRICING

Ranging from North Park to upper Orange County, Explore North Park has been delivered to tourist hubs and conceirages up the coast of Southern California.

AD SIZE	X1	X2	ADDED VALUE
BACK COVER	\$2000.00	\$3800.00	BROCHURE, WEB LISTING, (1) DEDICATED EMAIL BLAST, (2) INSTAGRAM STORIES, (1) INSTAGRAM POST, (2) FACEBOOK
INSIDE FRONT COVER	\$2000.00	\$3800.00	BROCHURE, WEB LISTING, (1) DEDICATED EMAIL BLAST, (4) INSTAGRAM STORIES, (1) INSTAGRAM POST, (2) FACEBOOK
INSIDE BACK COVER	\$1800.00	\$3400.00	BROCHURE, WEB LISTING, (1) DEDICATED EMAIL BLAST, (2) INSTAGRAM STORIES, (1) INSTAGRAM POST, (2) FACEBOOK
SPREAD	\$2000.00	\$3800.00	BROCHURE, WEB LISTING, (1) DEDICATED EMAIL BLAST, (4) INSTAGRAM STORIES, (1) INSTAGRAM POST, (2) FACEBOOK
FULL PAGE	\$1300.00	\$2500.00	BROCHURE & WEB LISTING
1/2 PAGE	\$800.00	\$1500.00	BROCHURE & WEB LISTING
1/4 PAGE	\$600.00	\$1000.00	BROCHURE & WEB LISTING

# OUR REACH

THE EXPLORE NORTH MAGAZINE HAS BEEN SUCCESSFUL  
BECAUSE WE KNOW OUR NICHE AND HAVE PERFECTED  
TARGETING TO YOUR IDEAL DEMOGRAPHIC.



## **WEB**

SPONSORED STORY	\$500 PER STORY
HOME PAGE SLIDER	\$500 PER MONTH
INTERNAL PAGE HEADER	\$300 PER MONTH
HOME PAGE SQUARE	\$250 PER MONTH
BANNER AD	\$300 PER MONTH

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## **SOCIAL**

INSTAGRAM TAKE OVER	\$750 (PER DAY)
INSTAGRAM STORY	\$500 PER STORY
INSTAGRAM POST	\$250 PER POST
FACEBOOK POST	\$75 PER POST
CONTEST	\$250 PER CONTEST

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## **EMAIL**

DEDICATED EMAIL BLAST	\$1000
BANNER INCLUSION	\$250
EVENT INCLUSION	\$500

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\* ART FEES NOT INCLUDED. ALL CONTENT AND CREATIVE MUST BE IN LINE WITH THE EXPLORE NORTH PARK MESSAGING AND BRANDING.



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**MAIN CONTACT**  
**ANGELA LANDSBERG**  
Executive Director  
Angela@northparkmainstreet.com

## KEEP AN EYE OUT FOR OUR YEARLY EVENTS

### THURSDAY MARKET

[explorenorthpark.com/farmers-market](http://explorenorthpark.com/farmers-market)

### RAY AT NIGHT

[rayatnight.com](http://rayatnight.com)

### SDCCU FESTIVAL OF ARTS IN NORTH PARK

[northparkfestivalofarts.com](http://northparkfestivalofarts.com)

### TASTE OF NORTH PARK

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

### TOYLAND PARADE

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