

# THE/BROADSIDE

*Since 1952 • COCC's source for news*

2020 MEDIA KIT

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The Broadside is the independent student newspaper of Central Oregon Community College.

It's been the only student news organization of its kind to serve the Central Oregon community, doing so since 1952. In 2018, COCC shut the publication due in part to lack of print readership. However, thanks to students, faculty/staff, and community members who championed the importance of a student journalism outlet for COCC, The Broadside was revived in an online-only format in January, 2020.

## *Overall reach*

**2,700+**

of pageviews per month during spring 2020 term at COCC.

**55%**

of users use mobile devices. 45% use a desktop.

**2,000**

users visited thebroadsideonline.com during April, 2020.

## *WHY Advertise?*

Journalism is in crisis right now. In an era where the term "fake news," is regularly thrown around, it seems that now more than ever, there is a need for good journalism. Here at The Broadside, we endeavor to do just that. We deliver the news that engages COCC students, faculty/staff, and the Central Oregon community.

As a potential advertiser, you have an opportunity to support student journalists as they revitalize the student news publication at COCC and as they learn about what journalism is. Support through advertisements helps us to get student voices heard through our journalism.

If you'd like to advertise, email us at the broadside.cocc@gmail.com

## *Prices*

Big box (rectangles in stories, rectangles on the side of stories) : \$100 per month

Banner (top of website, bottom of website, middle of homepage): \$150 per month

Discount: Buy 2 months, get 1 month FREE.