

DIGITAL MARKETING

MONTEREY COUNTY
NOW

sales@montereycountynow.com
www.montereycountynow.com

Digital content from
MONTEREY COUNTY
WEEKLY

BENEFITS

MONTEREY COUNTY
NOW

What Monterey County Now marketing will do for your business

Working with
Monterey County Now
will match your efforts
with the largest digital
audience in the market
to give you the best
return on investment.

31,000

avg. newsletter subscribers

41.2%

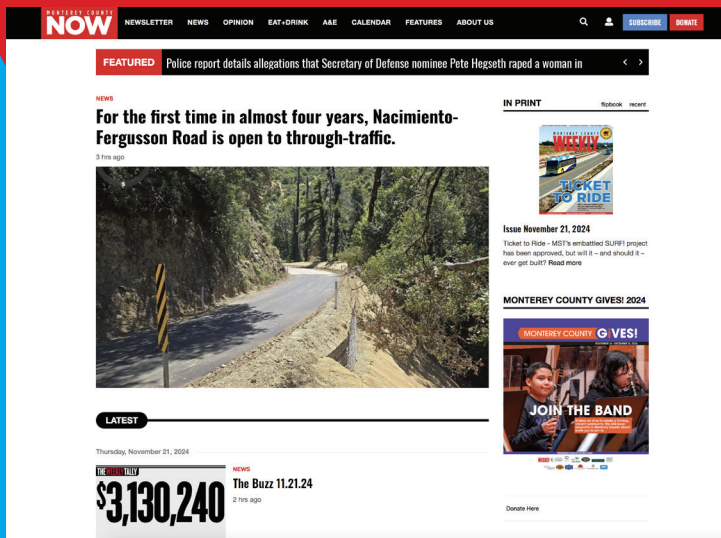
avg. email open rate

246,000

avg. monthly website visitors

610,080

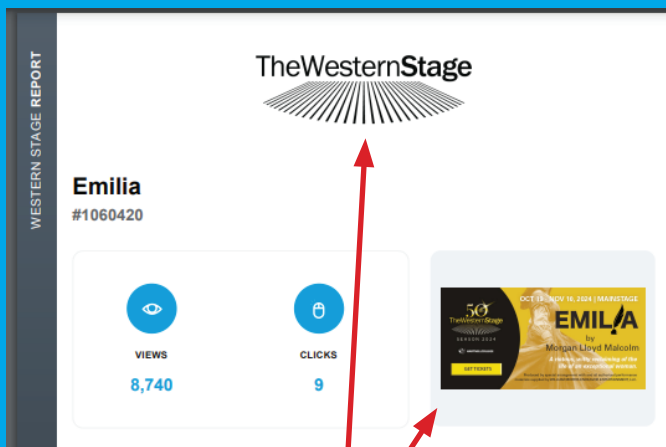
avg. monthly page views



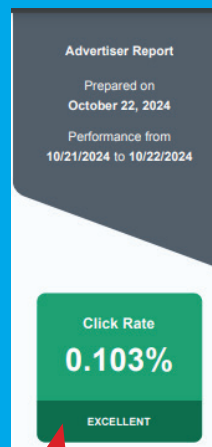
BENEFITS

UNMATCHED REPORTING:

Easy to read, detailed analysis of campaign performance.

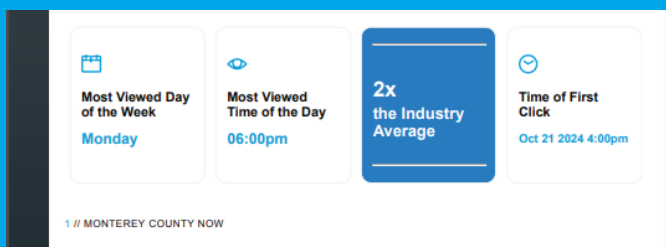
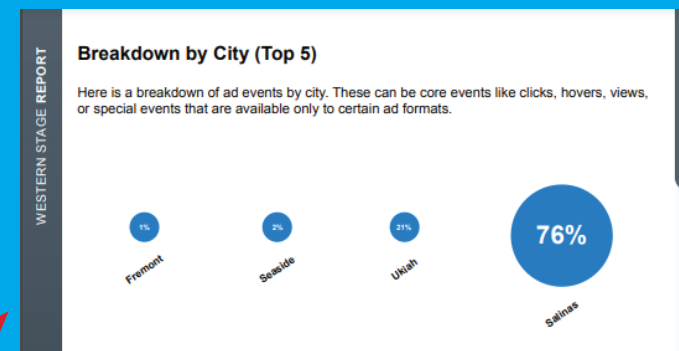


Customized by artwork



Performance compared to averages

Deliver your digital advertising with trusted local professionals who have been working in this market for over 36 years. Unique and dynamic ad formats available.



Breakdown by time, geography and device

WESTERN STAGE REPORT

Detailed Click Data

This is a complete list of all click events where individual user data could be obtained.

WHEN	REGION	CITY	POSTAL	ISP
Oct 21 2024, 4:21pm	CA	Ukiah	95482	Comcast Business
Oct 21 2024, 4:27pm	CA	Seaside	93955	AT&T Internet
Oct 21 2024, 4:53pm	CA	Ukiah	95482	Comcast Business
Oct 21 2024, 5:31pm	CA	Los Angeles	90014	Cogent Communications
Oct 21 2024, 5:54pm	CA	Seaside	93955	Comcast Cable
Oct 22 2024, 12:55am	CA	Fremont	94536	Akamai Connected Cloud
Oct 22 2024, 9:38am	CA	Fremont	94536	Akamai Connected Cloud
Oct 22 2024, 10:19am	ON	Toronto	M5A	Cogent Communications
Oct 22 2024, 12:04pm	CA	Marina	93933	Comcast Cable

NEWSLETTER

MONTEREY COUNTY
NOW

Premium ad positions available
on the daily newsletter

Largest, most engaged audience
of any media outlet in the market.

28K

Subscribers (Monday - Friday)

31 K

Subscribers (weekend only)

41%

Open rate

800 X 400 pixels

\$350 / newsletter

Monterey County Now
won best in class
newsletter at the
2024 California
Journalism Awards

MONTEREY COUNTY NOW

WESTERN FLYER

Western Flyer Captain Paul Tate (left) and Western Flyer Foundation President John Gregg on the bow of the boat, re-creating a 1946 shot of Western Flyer's original captain Tony Barr and water tunnel engineer John Stebbins in a similar position. Photo by David DeRosa.

An award-winning short film about the Western Flyer has some serious star power behind it. Good afternoon. David Schwartz here, excited to share an outstanding short film about the Western Flyer, the famed boat John Stebbins and Ed Ricketta, along with a crew and Stebbins's wife, took from Monterey to the Sea of Cortez in 1946 to study marine life.

The film, a specific history of the boat and its recovery and restoration stars actor Nick Offerman, of Parks and Recreation fame (among many other things), who both appears in the film and narrates it. (Among many other things, he is a "Julius" award in the fourth annual Artisans Awards in the Sustainability, Environment & Climate category.)

I can't speak to the prestige of the Artisans Awards—it's the first five best of it—but the accolades don't matter to me.

What does matter is that I got paid to watch the 10-minute film on YouTube, and I am here to report that it is a delight, and that Offerman, as usual, did it so damn smart and delivered his small amount of time, something I appreciate as a storyteller.

The film was produced by local nonprofit Western Flyer Foundation which is pleased to "To all continuing through marine research, education, and a legacy of science and art inspired by John Stebbins, Ed Ricketta, and their journey on the Western Flyer."

Your Gift OPENS DOORS

Monterey County Habitat for Humanity

Monterey County Habitat for Humanity is seeking donations for their new home.

MONTEREY COUNTY HABITAT FOR HUMANITY

DONATE NOW

LATEST LOCAL NEWS

Two Monterey restaurants have closed for different reasons. Linda's Griddle in the Mobile abruptly shut down about five weeks before its lease with the City of Monterey was coming to an end, while the California Department of Alcoholic Beverage Control revoked the liquor license held by Britanna Arms on Alvarado Street.

The end is nigh for three of Pacific Grove's parklets—they will be removed after this weekend to be replaced by widened sidewalks with fencing around each dining area. The project only involves three parklets—Wild Fish, Buddha's and Victorian Corner. Wild Fish is throwing a party Saturday night featuring musicians who have played here over the last four years.

King City residents no longer have to travel to Salinas for some court services, Monterey County Superior Court announced that some filings are now accessible on Tuesdays at the King City Courthouse.

Friends of Laguna Seca announced today, Nov. 22, the end of its management agreement with A&J Nang Consulting to oversee operations at the county-owned recreation area, including Wastewater Treatment Laguna Seca. John Nang's team made several improvements to the area during their five-year tenure, and Friends plans to assume the day-to-day management of the facility starting Jan. 1, 2025.

Holidays can be difficult especially for those who have lost a loved one. Tomorrow, Nov. 23 is International Survivors of Suicide Loss Day and Monterey County Helping One Another Prevent and Eliminate Suicide (HOPES) holds a Health and Healing event in English and Spanish for anyone who has been affected. If you or anyone you know is struggling with suicidal thoughts, call or text 988 to be connected to the Suicide and Crisis Lifeline, which is confidential, free and available 24/7/365.

The application for an internship with the City of Greenfield closes on Monday, Nov. 25.

TIME TO END CHILDHOOD HUNGER

Feeding 1 in 3 children in Monterey County

STORIES TO READ THIS WEEKEND

1. Access to Public Library State Natural Reserve has been tricky for years due to construction. A utility and restoration system could open the place to spread out visitors throughout the day.
2. Fast & Furious sometimes have been a problem for law enforcement and local car clubs. A showcase in Placerette turned deadly on Nov. 9, and the incident remains at large.
3. The big day approaches for restaurants and hotels. If you're planning to dine out for Thanksgiving, here are some of your options in Monterey County.
4. Joe Shimmense caught the barrel bug 45 years ago, and it's never left him alone. The owner of Pacific Grove's barrel shops has helped manage a changing industry over the decades.
5. Pacific Grove's new craft brewery is a home for craft beer. Bob Hoops & Fog Brewing Co. is gaining a reputation for another drink, barrel side.

REMINDER

Submits Tree For Peace Lighting Ceremony

SPONSORED: EAT+DRINK

Esteban Restaurant West Coast Acquisitions/Small Plans in 2024. Indoor, Outdoor Dining on the Dog Friendly Courtyard. Happy Hour 4-8pm, 4-8pm. Happy Hour Brunch. Free Parking. Call for reservations: 831-376-6176 for reservations.

Manilla Tavern Indoor: Patio Dining & Takeout Menu's 11:00am, Sat & Sun Brunch at 10am. Happy Hour Sun-Thurs 4-6pm, 821-943-9265. 484 Main Street, Monterey.

TRASH
Cooking oil and grease

GREEN CURBSIDE CART
Food scraps without a bag

RECIPE FOR CLOG-FREE HOLIDAYS

www.Clogbusters.org

ARTS & ENTERTAINMENT

LOCAL INSPIRATION of the Day. Marybeth Ribush creates collages for the one shown above. Her works are on display in her new exhibit "Time, Place, Seasons at the Pacific Grove Art Center." Images courtesy of Carmel Art Association. Submit your local inspiration (digital art, music, multimedia, video, etc.) please include the medium you've used, and note when and where it was created.

Pick up a leaf from Onits Bread Company today, tomorrow or Friday now that the team is seasonal hours.

Signatures season starts tomorrow, Nov. 21. Read what that means for you in Brenny's Artology.

C-47 has had a lot of labels in history, but Monterey County can claim one of them. For Scottish whelmsake Sabine Rodems, it's a rich and loathly blend of myth and creature.

WEBSITE ADS

Video


Auto-Play ads rendered in high-visibility banner placements.

Leverage your video production to radically increase your audience for content you've invested in.

Pull direct from YouTube with a message and logo.


300 x 250 or
970 x 250 pixels

\$500 / week or
\$1,500 / month



FEATURED ARTICLES

— Tips for staying on track during national eating season... [↗](#)



The Cube

The Cube features 6 high-quality images in a rotating gallery to be sure to draw the eye.

The cube is a unique, sophisticated design that highlights a customizable button.

300 x 250 pixels

\$250 / week



Dr. Café

the day
right.

3 / 6

FOR WEBSITE →

WEBSITE ADS

Billboard

Large and powerful at the top of the home page.

Above the navigation bar, top of site, in your face ad placement.

Most impactful ad spot, a veritable page-takeover.

2000 X 630 pixels

\$750 / week or
\$2,000 / month

Thank you for voting us Best Hotel!

Relax. Retreat. Reconnect.

BERNARDUS
LODGE & SPA

415 West Carmel Valley Road • Carmel Valley
(831) 658-3400 • bernarduslodge.com

MONTEREY COUNTY
NOW

FEATURED

Slide-In

Dynamic and eye-catching skyscraper.

This ad slides into view from the left rail when the user scrolls down the page.

300 X 600 pixels

\$500 / week or
\$1,500 / month

Thursday, November 21, 2024

NEWS
First notable storm of the season is heading for the Central Coast.
David Schmatz 6 hrs ago

NEWS
A marsh restoration project that aims to help mitigate sea level rise reaches a milestone.
Katie Rodriguez 8 hrs ago

OPINION
Letters to the Editor 11.21.24
10 hrs ago

OPINION
Brezsny's Astrology • Nov. 21-27, 2024
Rob Brezany 16 hrs ago

ARTS & CULTURE
Hot Picks 11.21.24

1. Trader Joe's opens in Marina to "incredible" fanfare.
2. Anticipation runs high for first-time whiskey and fire event at Pebble Beach.
3. Court of Appeal rolls back conviction against a man for murdering his father, based on ineffective legal counsel, including a courthouse affair.
4. Monterey Bay Aquarium Research Institute discovers a new deep-sea creature.
5. Toolbox 11.14.24
6. King Tides have arrived. Here's how they work.

15th ANNUAL CANNERY ROW Holiday Tree Lighting
FRIDAY, NOVEMBER 29th
12:00-3:00 p.m. Free Hot Doggie Rides around Cannery Row
2:00-4:00 p.m. Storytime with Mrs. Clew in Santa's toy factory
3:30-5:30 p.m. Christmas Caricatures
5:45-6:00 p.m. Tree Lighting in Steeple Plaza
6:00-9:00 p.m. Visit Santa Claus in his toy factory

West Coast SAND CUFFY
\$4.00

WEBSITE ADS

Automated Social Media Feed

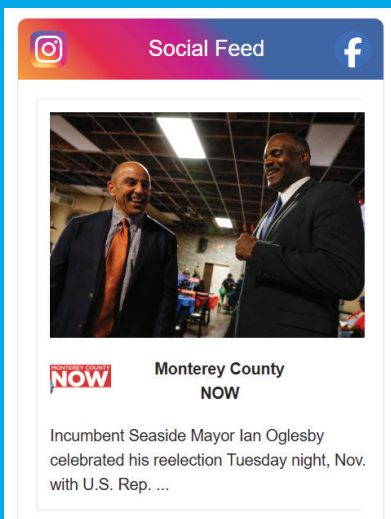
Innovative ad placement pulls directly from your feed

Get more from your social media posts, reach Monterey County Now readers to gain new followers.

Showcase your most recent Instagram or Facebook posts.

Updates automatically each time you post to social media.

\$750 / month



Native Advertising

Sponsored content allows you to tell your story in your own words.

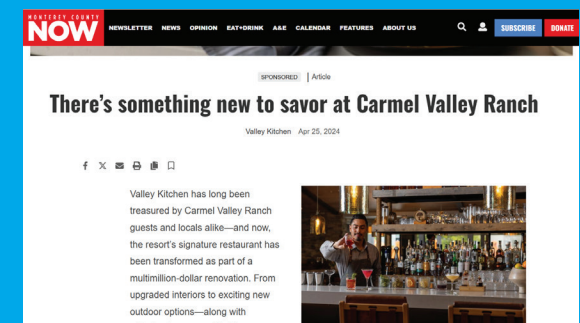
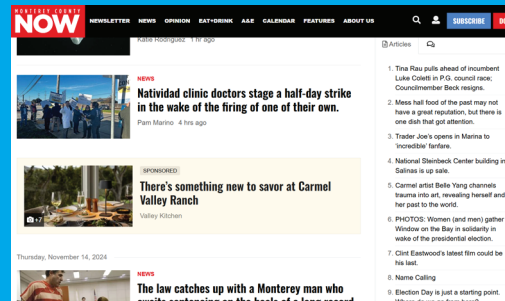
Fixed in the third story position on the homepage for 7 days.

Includes story and photos.

Bonus newsletter ad included.

Print add-ons also available.

\$1,500 / story



WEBSITE ADS

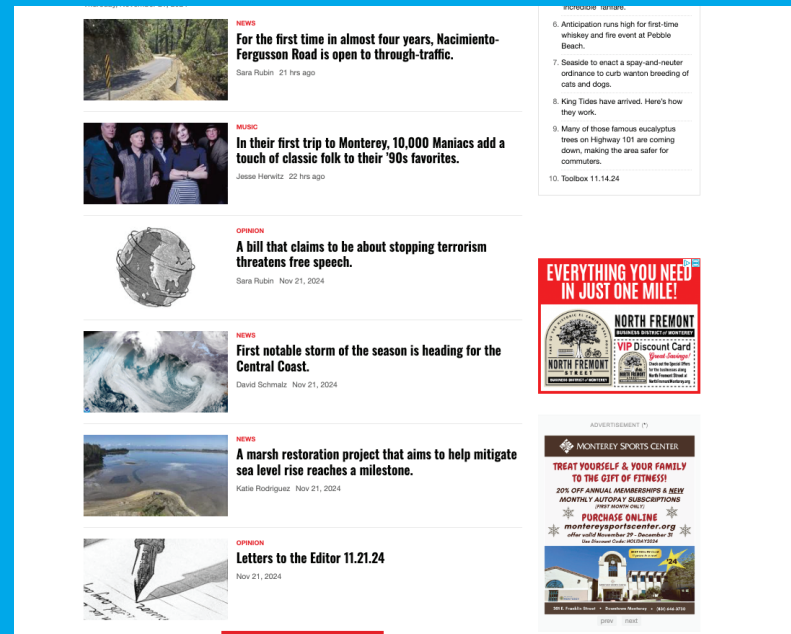
Web banner ads

Traditional and most popular size.
Deliver your message where content is king.

Direct readers to a site or email link
from a custom graphic.

300 x 250 pixels

\$160 / week



Programmatic Advertising

Extended Reach Marketing:
Leverage precision targeting abilities
to affordably connect with your best
potential prospects on the websites
they already visit.

\$1,000 / month