

20th Anniversary Advertising and Marketing

Voice of San Diego's audience is engaged, influential and well-educated. We constantly foster conversation with our readers in person and online, giving us an unmatched relationship with our audience.

Align your organization with Voice as a Community Partner to demonstrate your commitment to the region. Support issues like education, the environment, the border and open government.

Contact Julianne Markow for more details: julianne@vosd.org

NEWSLETTERS

Feature your messaging in our newsletters — popular with San Diego's most engaged residents: Voice subscribers. We have daily, weekly and bi-weekly reports that keep nearly 30,000 subscribers informed.

Header Banner Ad: a graphic at the top of the newsletter with your landing page hyperlinked

Footer Sidebar Ad: a graphic at the bottom corner of the newsletter with your landing page hyperlinked

Sponsored Newsletter: includes your ads in the full newsletter ad space, a 75-character header and a 250-character footer with your logo.



VOICE of SAN DIEGO

MORNING REPORT

This report is sponsored by San Diego Cooperative Charter School.

San Diego COOPERATIVE CHARTER SCHOOL

Learning Together. Growing Together.

Excellent Academics TK-8th. Empathetic, Caring Culture & Engaged Families.

CLICK & LEARN MORE

Morning Report: Study Says Public Takeover of SDG&E Could Save San Diegans Money

Jul. 20, 2023



SPONSORED CONTENT

San Diego COOPERATIVE CHARTER SCHOOL

Learning Together. Growing Together.

San Diego Cooperative Charter School is a tuition-free charter school serving TK-8 grade students in the San Diego, CA area. Our warm learning atmosphere and excellent academics inspire empathetic, engaged lifelong learners. Students are supported by a unique co-op model of family engagement. Join our public charter school today! [Enrolling now.](#)



Morning Report

The **Morning Report** is a daily newsletter that is published five (5) times a week (weekdays only).

Morning Report Analytics

Subscribers: 18,621 | Open Rate: 43.5% | CTR: 2.3% | Clicks: 428 (average of one newsletter run)

	TWO RUNS	FOUR RUNS	EIGHT RUNS	TWELVE RUNS
HEADER BANNER AD	\$400	\$775	\$1,500	\$2,150
FOOTER SQUARE AD	\$150	\$275	\$500	\$700
SPONSORED NEWSLETTER	\$650	\$1,275	\$2,500	\$3,500

Politics Report and Cup of Chisme

The **Politics Report** and **Cup of Chisme** are weekly newsletters. The Politics Report runs every Saturday and is exclusive to Voice members. Cup of Chisme is a summary of the hottest news of the week and original Voice scoops by managing editor Andrea Lopez-Villafana.

Politics Report Analytics

Subscribers: 1,110 | Open Rate: 79.5% | CTR: 3.3% | Clicks: 29 (average of a single run)

Cup of Chisme Analytics

Subscribers: 4,084 | Open Rate: 54.9% | CTR: 2.6% | Clicks: 58 (average of a single run)

	TWO RUNS	FOUR RUNS	EIGHT RUNS	TWELVE RUNS
HEADER BANNER AD	\$200	\$350	\$650	\$950
FOOTER SQUARE AD	\$75	\$125	\$250	\$350
SPONSORED NEWSLETTER	\$350	\$575	\$1,100	\$1,550



Bi-weekly Newsletters

Our bi-weekly newsletters include the **Environment Report** (5,200+ subscribers), **Learning Curve** (5,400+ subscribers), **Border Report** (4,600+ subscribers), **North County Report** (4,500+ subscribers), and **Sacramento Report** (3,000+ subscribers). These newsletters run once every other week.

Bi-Weekly Newsletter Report Analytics

Subscribers: 4,540 | Open Rate: 54.1% | CTR: 1.8% | Clicks: 44 (average of a single run)

	TWO RUNS	FOUR RUNS	EIGHT RUNS	TWELVE RUNS
HEADER BANNER AD	\$200	\$350	\$650	\$950
FOOTER SQUARE AD	\$75	\$125	\$250	\$350
SPONSORED NEWSLETTER	\$300	\$550	\$1,000	\$1,250

Inside Voice and Impact Report

Every other month we send a member newsletter called Inside Voice to our 3,300+ members about Voice updates and impact. We also have a bi-annual Impact Report, which recaps the most significant changes resulting from our reporting.

Specialty Newsletter Analytics

Subscribers: 2,753 | Open Rate: 59.6% | CTR: 3.2% | Clicks: 52 (average of a single run)

	ONE RUN	TWO RUNS	THREE RUNS	FOUR RUNS
INSIDE VOICE SPONSOR	\$500	\$1,000	\$1,250	\$1,750
IMPACT REPORT SPONSOR	\$500	\$1,000	NA	NA

WEBSITE

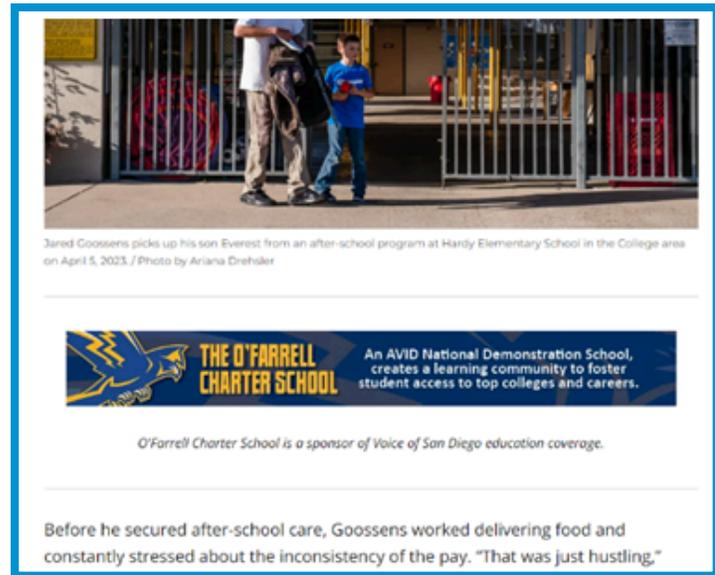
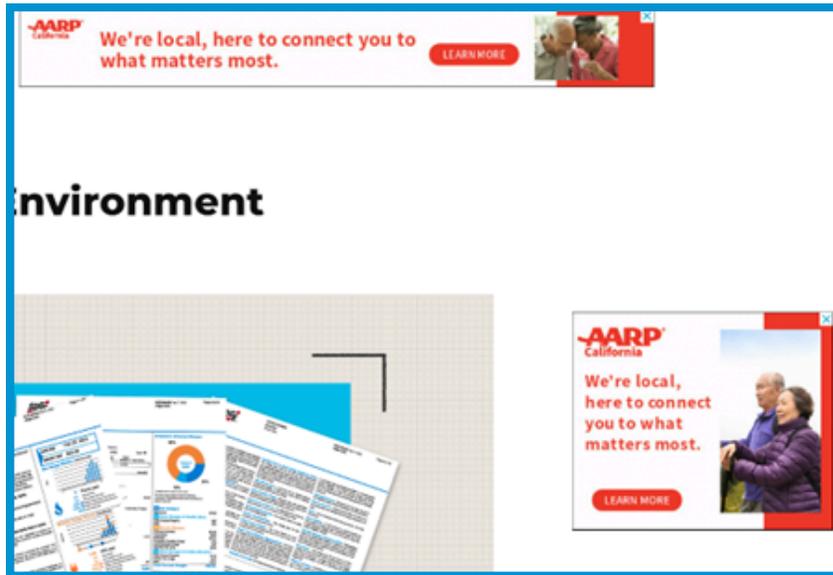
Website Rotation: Includes banner, mobile, and sidebar ads through our full website

Category Takeover: Ads exclusively run on every article written in a category of your choice

Homepage Carousel: Your logo with hyperlink at the center of our homepage

Web Analytics (from Jan. to Jul. 2024)

Impressions: 148,814 | Click Thru Rate (CTR): 0.27% | Clicks: 406 (average for a month-long run)



	TWO WEEKS	FOUR WEEKS	EIGHT WEEKS	TWELVE WEEKS
WEBSITE ROTATION	\$800	\$1,550	\$3,000	\$4,250
CATEGORY TAKEOVER	\$650	\$1,250	\$2,250	\$3,250
	THREE MONTHS	SIX MONTHS	NINE MONTHS	ONE YEAR
HOME PAGE CAROUSEL	\$1,500	\$2,750	\$4,150	\$5,250

PODCAST

San Diegans want to hear from you. Reach 5,100+ listeners each week with a host-read message on our podcast, plus mentions on the podcast webpage and newsletter when you become a sponsor. Our podcast is released every Friday.

Pre- and mid-roll ad rotation (30 seconds): A producer read ad that will rotate between the pre and mid-roll whenever our podcast is played

Podcast Sponsor: Underwrite the VOSD Weekly Podcast and receive marquee recognition at the beginning and end every podcast episode

Average downloads per month: 9,531

	FOUR RUNS	SIX RUNS	EIGHT RUNS	TWELVE RUNS
PRE- AND MID-ROLL AD ROTATION (30 SECONDS)	\$200	\$350	\$650	\$950
	ONE MONTH	THREE MONTHS	SIX MONTHS	ONE YEAR
PODCAST SPONSOR	\$350	\$575	\$1,100	\$1,550

