

Media Kit

2024





Embarcadero Media Foundation is the most trusted hyperlocal news for the Midpeninsula and Tri-Valley

Since 1979, Embarcadero Media Foundation has enhanced the quality of life and democracy in the San Francisco Bay Area by reporting and publishing high quality local news and information, convening events and partnering to support programs that lead to a more informed, equitable, engaged and cohesive community.

The values that lead us.

Centered on a deep commitment to serving our communities

INFORM AND EDUCATE

- Rigorous coverage of city government, schools, police and the local institutions that shape people's everyday lives
- Breaking news that makes people feel connected and informed on what's happening in their community
- In-depth and investigative reporting on complex issues that drive quality of life
- Host public educational events and candidate forums on important issues to community

BUILD COMMUNITY

- Promote local businesses within the community
- Shine a light on local nonprofits and their programs
- Raise more than \$1M a year for Bay Area nonprofits serving the needs of children, families and the underprivileged
- Iconic events that build a sense of a shared community



Your local news sources.

We are the **premier Bay Area media** company uniquely combining **mass reach** with **hyper-local** targeting. Our individually crafted campaigns span **digital, print,** and **event channels.** Paired with our **award-winning journalism,** we ensure your marketing message stands out and resonates with our **high-value audience.**

Reach the communities you care about.

The Bay Area audiences you want.
Local news they trust.



Digital Audience

Monthly Site Visitors 771,811

Members 7,533

Email Subscribers 92,000

Weekly Print Readers 73,750



Male **56%**

Female
44%



Adults 25-54

64%

Get your message out.

Reach audiences through our variety of channels

WEB DISPLAY

Our 7+ hyper-local community news websites across the Bay Area enable both mass reach and targeting by local community

Formats:

- **Billboard**
- **Super Leaderboard**
- **Leaderboard**
- **Mobile Banner**
- **Half Page**
- **Medium Rectangle**

DIGITAL CAMPAIGNS

Our custom digital campaigns elevate your brand to our communities

- **Spotlight Branded Content Program**
- **Community Leaders Program**
- **Featured sections**

EMAIL

Target your audience by their interests. From daily news, lifestyles and events, to local sports — we have over 92,000 opt-in subscribers.

- **Sponsored Eblasts**
- **Newsletter display**

PRINT

Award winning weekly newspapers that are home delivered and available at boxes across town.

- **Palo Alto Weekly**
- **The Almanac**
- **Pleasanton Weekly**

Our special print publications include:

- **Living Well**
- **Home & Garden**
- **Neighborhoods**

... and more

SOCIAL

Expand your reach to new audiences with our engaging social media channels.

- **Partner mention in content posts**
- **Contest & Event sponsorship acknowledgement**
- **Sponsor mention for ticket and gift card giveaways.**

Web Display.

Our award-winning websites reach more than 710K readers monthly who also engage with us through newsletters and sponsored emails.

Boost your brand's visibility and drive purchasing intent with our high-engagement digital news platforms. Offering both effectiveness and precision, our solutions provide cost-effective and user-friendly advertising avenues. Whether you're a small retailer or a major institution, we collaborate closely to align our expertise with your campaign objectives, ensuring optimal results.

HYPER-LOCAL COMMUNITY WEBSITES

- Palo Alto Online
- Almanac News
- Mountain View Voice
- Redwood City Pulse
- Pleasanton Weekly
- Danville San Ramon
- Livermore Vine



Digital Campaigns.

Spotlight Program:

We put you in the Spotlight with branded content. Spotlight articles hook readers with stories they care about while showcasing how your business is different. Spotlight articles build trust and credibility by partnering with a local news organization.



We drive traffic to your **Spotlight** or **Community Leaders** article from key locations on our websites, Express and social media.

Community Leaders Program:

The Community Leaders Program highlights your leadership position in the community.

Show your commitment to local journalism by funding the creation of rich, meaningful content by sponsoring an editorial section.



Email Campaigns.

Push your messages directly to our readers' inboxes

Custom E-blasts

Feature your business, event, or promotion in a dedicated email sent directly to up to 92,000 of our readers.



Mailchimp: Sponsored email, contest and events marketing list pulled October 19, 2023

Audiences are opt-in
SUBSCRIBERS

Our Newsletters

• Express Daily Newsletter

Connect with engaged readers, and boost sales and event attendance. Target any community and reach up to 74,200 total subscribers.

• Weekend Express Newsletter

We have over 35,000 subscribers looking for local art and entertainment events.

• The Six Fifty Newsletter

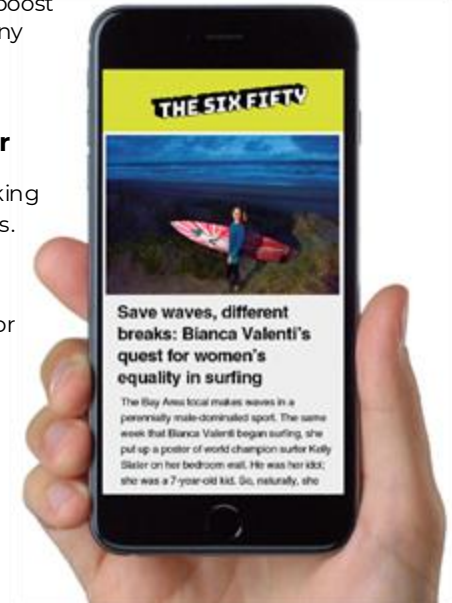
Reach thousands of people looking for the best the Peninsula has to offer from food, activities and the arts.

• Peninsula Foodist

Curated guides to the best dishes in your neighborhood and feature stories covering restaurant issues. Reaching 21,700 subscribers.



Express



Boost your campaign with
nearly 100,000 tech-savvy,
loyal readers

Highly active Social media channels

Engage our hyper-local
social media communities

Our active social media channels deliver local news content to our biggest fans who often share our stories with friends, message us with news tips and provide feedback on recent articles.

- Facebook Fans: **53k**
- X Followers (formerly Twitter): **34k**
- Instagram Followers: **12k**



Community-wide, in person and virtual events.

We bring more than news to the community with our local events, special offers and nonprofit drives.

Sponsor one of our events, special giveaways or annual contests to boost your brand image and show your community support.



“ We deliver happy clients.



"Thanks to Embarcadero, our local community is engaged and invested in the important work we do. In addition to amplifying our outreach, their design team bolsters our modest in-house marketing capabilities, working on a quick turnaround to produce digital and print assets that nicely represent our brand."

— **VALLEY HUMANE SOCIETY**



"Embarcadero Media's advertising experts helped us increase sales for our Celebrity Forum lecture series, by working within our budget and creating a marketing campaign that included a combination of effective print and digital ads. Professional and friendly customer service combined with their expertise made the entire process run smoothly. We also added a marketing email blast which was sent to their entire Peninsula email list. Within the first hour after the email was sent, we saw a huge spike in ticket sales. Well worth the investment!"

— **FOOTHILL COLLEGE**



"DeLeon Realty cherishes the ability to reach buyers and sellers in the local community with precision-focused exposure through print and online advertisements in the Palo Alto Weekly, Voice, and Almanac."

— **DELEON Realty**



Get in touch.

We strive to help you promote your message across our local communities. We treat every contact we have with the public as an opportunity to show respect for all the amazing work you do and an opportunity to earn your trust.

Ad Rep Name

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SUPPORT LOCAL
JOURNALISM