

Content-Driven Revenue Solutions

America's  Newspapers



2022 Digital + Print Advertising Program

CONTENT TO RELY ON

in collaboration with...



Digital or Print

Utilize the content however works for your publication: take the stories and run them **digitally** or lay them out for **print**.

Deliverables

- Six stories per issue
- Four associated images with every story
- Three magazine covers

Advertising Opportunities

Our stories encourage readers to seek out local businesses and can run ROP with an ad next to the story.

File Options

All content gets delivered in the form of Microsoft Word Documents (stories) with images coming as both high-res and low-res JPG options (4 per story).



The Value of Content



Original Content



We schedule out writers to write each story, new and up-to-date with each release. Raw documents and images are delivered for you to **customize layout**.

High Quality



We value quality and accuracy with each article we published. They all have a beginning, middle and end and are edited prior to uploading.

Wide Range



Whether you're located in Nebraska or Maine, our content is purposefully written to be published anywhere in the nation.

Real Journalism



We do not publish any paid product placements, nor advertorial content. It is all **100% real journalism**.

Expert Sources



All quotes used in our content comes from expert sources in the topics being written about, sourced from all over the country.

Customizable



Take our content and add a local spin if you want! You can customize our stories to make them even more relatable for your audience.*

**Note: Remember to leave our original writer's byline in addition to whomever adds to the piece*



GOOD
CONTENT
GOES A
LONG WAY.

Full ROP Capabilities

Can be used wherever your publication desires
All stories are flexible and can be used *however and wherever* you want to place it in your publication.

Digital focus allows you to use it anywhere online - published with all assets needed to post online and adjust as needed.

Multiple sponsorship opportunities

With multiple stories included, this allows for many sponsors and potentially a single large title sponsor to lead your calendar of content releases from the sections.



PUBLISH ON YOUR SCHEDULE

Print it out

HOMESTYLE: REMODELING GUIDE



Made in the shade

Expand your outdoor living options with an awning, roof extension, pergola, gazebo, or pavilion

BY ERIK J. MARTIN
CTW FEATURES

With spring and warmer weather in full force, you want to venture more regularly beyond your back door and bask in the splendor of Mother Nature on your patio or deck. The catch? The sun can get awfully bright and hot, and it's no fun being exposed to rain or other unwanted elements.

The solution? Take shelter under a protective partial enclosure such as an awning, patio roof, pergola, gazebo, or pavilion, which can significantly expand your outdoor living possibilities and make your home more amenable to alfresco relaxing and entertaining.

Azenco, which designs and installs pergolas and other outdoor structures, says these additions also increase the aesthetic appeal of your patio, deck, or yard.

"Anyone who is looking to spend more time in their yard, especially those seeking to host more guests and visitors after the pandemic subsides, would be a good candidate to invest in a permanent outdoor structure," says Chapus.

Which one is right for you? That

protective partial enclosure such as an awning, patio roof, pergola, gazebo, or pavilion, which can significantly expand your outdoor living possibilities and make your home more amenable to alfresco relaxing and entertaining.

"Outdoor living spaces are a great way to add value to your home and expand its livable areas without having to undergo an exorbitantly expensive or intrusive renovation," says Matt Daigle, CEO/founder of Rise, a sustainable home improvement online resource based in New Brunswick, Canada. "Not only that, but you don't need to heat or cool this new space, which saves on power bills and your carbon footprint. Plus, an awning, overhang, or other sheltering structure near the rear of your home may help regulate your house's temperature by shielding it from the sun."

Leslie Chapus, vice president of sales for Miami-headquartered

Our **6 content topics** allow you to plan your next 6 months of upcoming revenue.

Time content around special months and holidays.

Example: Plan a full month of content in Fall with “HomeStyle: Prepping for Winter” stories.

Take it digital

Made in the shade


ERIK J. MARTIN
THIS ITEM IS SET TO BE PUBLISHED ON JUL 12, 2022.

SUBSCRIBE TODAY!

Expand your outdoor living options with an awning, roof extension, pergola, gazebo, or pavilion

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You can easily create shaded space by adding a table that can host an umbrella, for some refuge from the sun while dining.

“Outdoor living spaces are a great way to add value to your home and expand its livable areas without having to undergo an exorbitantly expensive or intrusive renovation,” says Matt Daigle, CEO/founder of Rise, a sustainable home improvement online resource based in New Brunswick, Canada. “Not only that, but you don't need to heat or cool this new space, which saves on power bills and your carbon footprint. Plus, an awning, overhang, or other sheltering structure near the rear of your home may help regulate your house's temperature by shielding it from the sun.”

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An awning, commonly made of a cotton, acrylic, polyester yarn, or vinyl canvas stretched over a rigid frame that hangs and angles down from the side of your house, can be an affordable option, typically ranging from as low as \$1,400 installed.

“Most of the time you see awnings over a dining space, but they can also be used for a seating pit. They are a great option when you're right against the house or have a deck parallel to the house since they have to be mounted on your home's exterior,” notes Joe Raboine, director of residential hardscapes for Belgard in Atlanta.

Alternatively, ponder a roof extension (also called a patio roof), which also attaches to your home's exterior and hangs down on an angle but features a much more sturdy and solid wooden frame and a proper shingled roof supported by posts. Expect to pay \$6,000 and up, depending on size.

If you don't want a structure attached to your home, consider a wood, metal, PVC, or composite pergola, comprised of four vertical posts that support a lattice of cross-beams that can be covered with a tarp or temporary shade, left uncovered, or used to grow roses or vines.

“A standard pergola with limited shade and no weather protection remains the most popular vertical feature in yards,” says Raboine, adding that you will likely spend \$5,000 and up for a pergola.

Instead, add a freestanding gazebo – a square, rectangular, hexagonal, or octagonal-shaped structure with four to eight pillars, a solid roof, and open sides surrounding it. These can be built over wood decking, on a concrete pad, or over a flat stretch of grass. Gazebo costs, including labor and materials, range from about \$3,400 to \$9,600, per HomeAdvisor.


“When considering a gazebo or other wood structure, think about its long-term maintenance – especially ones built from wood,” says Travis Nolan, owner of Old Crow Painting in Tampa, Florida. “These should be properly weatherproofed initially and throughout their lifetime, especially in human and subtropical environments. A high-quality oil stain will last around 2 to 3 years before needing to



DIGITAL AD OPTIONS

Plus, new TD checking Customers can earn up to \$300 with qualifying direct deposits.

Get offer



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The Post and Courier

good cheer fund

Click here to donate

Variety of ad sizes

All stories included in our collections can be used on your publication's website alongside ad sizes like those shown here.

Evergreen content

They can also be utilized as evergreen content throughout the year on all of your platforms.

Vrbo

Find family getaways nearby

Book early

SPONSORED

Five Ways to Make Gift Cards More Personal

DEC 10, 2021

Vrbo

Find family getaways nearby

Book early

TODAY'S TOP HEADLINES

- 1 Charleston hospital accused of ignoring warnings of alarming infections in new lawsuits
- 2 The winners and losers of SC's newly drawn Statehouse seats, in the House and Senate
- 3 Police arrest 20-year-old man in fatal crash that killed 1, injured 7 others
- 4 Aiken County set to gain state park
- 5 Daughter of 'Tiger King' star Doc Antle arrested after Myrtle Beach traffic stop

- Charleston retail center sells for nearly \$29M
- Additional \$1.3B in federal money for SC roads will require infusion of state taxes
- Swig & Swine owner donates food truck to North Charleston pay-what-you-can café

STASH
STORAGE

Only pay for what you store

Empower
YOUR HEALTH

ROPER
ST. FRANCIS
HEALTHCARE



UPCOMING RELEASES FOR 2022.

**Prep your advertisers
for upcoming topics
now!**

1. July - HomeStyle Remodeling Guide
7/6/2022
2. August - Health: Breast Cancer Awareness
8/3/2022
3. September - HomeStyle: Prepping for Winter
9/7/2022
4. October - Holiday Entertaining & Decorating
10/5/2022
5. November - Retirement Guide
11/2/2022
6. December - Health: Setting Attainable Goals
12/7/2022



PRICING

Individual Section Pricing by Circulation

<7,500 = \$110

7,500-25,000 = \$175

25,000-50,000 = \$250

50,000-100,000 = \$325

>100,000 = \$400

Discounts

Individual media companies buying 3+ sections receive 20% off.*

Media groups purchasing for 4+ publications receive 20% off.**

For all group discounts contact Greg Watson - gwatson@newspapers.org - with any questions.

**3+ sections must be purchased at once to receive the discount.*

*** Media Groups must be purchasing the content as an entity to receive the discount.*



Frequently Asked Questions



Who can participate?

This content is produced for members of America's Newspapers. Non-members can purchase the content for an upcharge (but the best deal is to become an America's Newspapers member). - [learn about membership here](#).

Where does the content come from?

The award-winning team from Content That Works produces the content. Each release has been produced by professional writers with no paid product placements, nor advertorial content. It is all **100% real journalism**.

What will I receive?

With each targeted package, you receive **six stories** and four images for every story. You also get **three magazine covers**. All content is delivered through a zip file with the stories in the form of a Microsoft Word document and **low-res and high-res JPG options** for each image.

How can I make revenue from this?

Our sections are designed with advertisers in mind. Whether in **print, digital** or as a section, you'll be able to reach out to your potential advertisers who are related to the content. And, increased reader engagement means better results for your advertisers. **If you only sell one ad related to this content, it will more than pay for itself.**

How much does it cost?

America's Newspapers is providing very affordable access to this content for members. Each content package is **as low as \$110**, depending on your circulation size, with additional discounts for multiple packages.

How do I sign up?

You can get instant access or **preorder** each package for automatic delivery at americasnewspapers.myshopify.com/. Credit card payment will be required for instant access. If you'd preferred to be invoiced, contact us at gwatson@newspapers.org.



THANK YOU



2020 SURVIVING BREAST CANCER

The Content Store

\$119.00

Circulation/DMI

✓ <5000/301+

5001-10000/251-300
10001-20000/201-250
20001-30000/151-200
30001-50000/101-150
50001-100000/51-100
100001-250000/26-50
>250001/1-25

survivors in your market. Geared toward people whose lives have been touched by cancer, this magazine covers the best in diet, finances, stress management, healthy living tips and more!

PRODUCTS

Home > Products > Page 1 of 5

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COLLECTIONS

2021 Content

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Smart Living

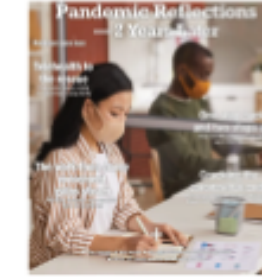
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Weekly

What's Trending



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2021 Holiday Entertaining
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The custom content store makes it easy to select your desired section(s) and receive your unique pricing.

Discounts for multiple selections are automatically applied when you purchase/preorder 3 or more sections upfront.

Let's Get Started!



WEBSITE

<https://americasnewspapers.myshopify.com/>



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