

PROMOTE YOUR BRAND WHILE SUPPORTING OUR MISSION TO RELENTLESSLY INFORM, ENTERTAIN & SPOTLIGHT THE FINGER LAKES REGION



Our mission is to deliver quality local content and important information to residents of the nine-county Finger Lakes Region, 24 hours a day, 7 days a week, and 365 days a year. We pledge to keep FingerLakes1.com “forever free” for area residents and to be with them at home or on the go on their smartphones, desktops, televisions and audio devices.

We are the most viewed local media outlet with over 26 million page views and over 1.3 million unique visitors annually. Our loyal user base continues to grow monthly, furthering the gap between FingerLakes1.com and our competitors. As a FingerLakes1.com sponsor, you will reach an engaged audience that cares about all things Finger Lakes.

On the following pages we present sponsorship packages for every budget that will allow us to promote your brand and message to the largest user base of any local media outlet in the Finger Lakes region across a variety of modern platforms and devices.

***Support our mission while promoting your brand
and our loyal user base will support you!***

PROMOTIONAL TOOLS & OPPORTUNITIES

EACH SPONSORSHIP TIER CAN BE CUSTOMIZED AND IS COMPRISED OF A COMBINATION OF THE FOLLOWING PROMOTIONAL OPPORTUNITIES & OPTIONS



DISPLAY ADVERTISING

Top Level Banner (728x90)

Rotation of 15 graphics at the top of every page

Network Wide Tile (336x280)

Rotation of 15 graphics on the right sidebar of our top level pages & article pages

News Feed Billboard (728x360)

Rotation of 10 graphics inline with latest article feeds

Front Page Feature (336x280)

Static, exclusive daily placement at the top of our homepage and app news feed

Logo Tile Rotation (336x39)

Rotation of all sponsor logos with link to website appearing on homepage & app



MARKETING ALLIANCE

The FingerLakes1.com Marketing Alliance is a suite of promotional tools to help businesses & organizations easily submit specials, events, deals & promotions directly to our editorial team to share & publish across all our content & platforms.

ALLIANCE MEMBERSHIP BENEFITS INCLUDE:

Access to FingerLakes1.com Marketing Alliance Dashboard

Front Page & Smartphone App Logo Tile Rotation

Free inclusion in all holiday shopping/activities guides (10 guides published annually)

In-studio appearances to promote special events

Promotion of posted specials, deals & events via weekly 'Local Deal' articles and on popular FLX Weekly Podcast



NEW MEDIA DIGITAL

Sponsorship of our innovative live streaming, podcasting & video productions including...

W-FL High School Basketball Live Streaming on FL1 Sports

Auburn Doubledays Baseball Live Broadcasts exclusively on FingerLakes1.com Radio

Network of over 15 regularly produced local audio & video podcasts covering topics from local politics, regional history, sports & life in the FLX.

Annual FingerLakes1.com Election Night Live Webcast

Video productions spotlighting local events, businesses, people and places.

Sponsored articles and native advertising options

SPONSORSHIP TIERS & BENEFITS

All tiers include listing & link on our "Who Supports Us" page

FOUNDATION SPONSOR

\$29,988/year - \$2,499/month

Three Display Ad Placements

- Top Level Banner
- Network Wide News Billboard
- Network Wide Tile

Marketing Alliance Membership

- Access to Alliance Dashboard
- Front Page & App Logo Tile Rotation
- Inclusion in local holiday guides
- In-studio appearances by request
- Inclusion in weekly local deal articles
- Promotion via our popular social media accounts

Choose Two Specialty Programs Below:

- FingerLakes1.com Studio Title Sponsorship & Naming Rights
- W-FL High School Basketball Live Streaming Lead Sponsorship
- Auburn Doubledays Baseball Live Broadcast Lead Sponsorship
- FingerLakes1.com Election Night Live Webcast Title Sponsor
- Annual 2-5 minute video featuring your business or products produced on-site
- Monthly sponsored article submission w/ 24+ hours front page exposure

PLATINUM SPONSOR

\$17,388/year - \$1,449/month

Choose Two Display Ad Placements

- Top Level Banner
- Network Wide News Billboard
- Network Wide Tile

Marketing Alliance Membership

- Access to Alliance Dashboard
- Front Page & App Logo Tile Rotation
- Inclusion in local holiday guides
- In-studio appearances by request
- Inclusion in weekly local deal articles
- Promotion via our popular social media accounts

Choose One Specialty Programs Below:

- Individual Podcast/Live Streaming Show Title Sponsorship
- W-FL High School Basketball Live Streaming Lead Sponsorship
- Auburn Doubledays Baseball Live Broadcast Lead Sponsorship
- FingerLakes1.com Election Night Live Webcast Title Sponsor
- Annual 2-5 minute video featuring your business or products produced on-site
- Monthly sponsored article submission w/ 12+ hours front page exposure

GOLD SPONSOR PACKAGE

\$11,988/year - \$999/month

Choose One Display Ad Placements

- Top Level Banner
- Network Wide News Billboard
- Network Wide Tile

Marketing Alliance Membership

- Access to Alliance Dashboard
- Front Page & App Logo Tile Rotation
- Inclusion in local holiday guides
- In-studio appearances by request
- Inclusion in weekly local deal articles
- Promotion via our popular social media accounts

Choose One Specialty Programs Below:

- Individual Podcast/Live Streaming Show Title Sponsorship
- W-FL High School Basketball Live Streaming Lead Sponsorship
- Auburn Doubledays Baseball Live Broadcast Lead Sponsorship
- FingerLakes1.com Election Night Live Webcast Standard Sponsor
- Monthly sponsored article submission w/ 12+ hours front page exposure

SILVER SPONSOR PACKAGE

\$8,388/year - \$699/month

Display Ad Placements

- Network Wide Tile

Marketing Alliance Membership

- Access to Alliance Dashboard
- Front Page & App Logo Tile Rotation
- Inclusion in local holiday guides
- In-studio appearances by request
- Inclusion in weekly local deal articles
- Promotion via our popular social media accounts

Choose One Specialty Programs Below:

- Individual Podcast/Live Streaming Standard Show Sponsorship
- W-FL High School Basketball Live Streaming Standard Sponsorship
- Auburn Doubledays Baseball Live Broadcast Standard Sponsorship
- FingerLakes1.com Election Night Live Webcast Standard Sponsor

BRONZE SPONSOR PACKAGE

\$5,988/year - \$499/month

Display Ad Placements

- Network Wide Tile

Marketing Alliance Membership

- Access to Alliance Dashboard
- Front Page & App Logo Tile Rotation
- Inclusion in local holiday guides
- In-studio appearances by request
- Inclusion in weekly local deal articles
- Promotion via our popular social media accounts

ALLIANCE MEMBERSHIP

\$960/year - \$80/month

Marketing Alliance Membership

- Access to the FingerLakes1.com Marketing Alliance Dashboard & Tools
- Desktop/Tablet Front Page & Smartphone App Logo Tile Rotation
- Inclusion in over 10 local holiday shopping/activity guides
- In-studio appearances highlighting your products/events/people
- Inclusion in weekly local deal articles
- Promotion via our popular social media accounts

MUNICIPALITY

\$5,988/year - \$499/month

Display Ad Placements

- Network Wide News Billboard
(1 month / year)
- OR**
- Front Page Feature
(4 days / year)

Information Sharing & Publishing Benefits

- Unlimited Legal Postings
- Unlimited Public Hearing Notices
- Unlimited Employment Postings
- Priority Press Release Publishing

All above articles will appear in top

NOT-FOR-PROFIT PREMIUM

\$5,388/year - \$449/month

Display Ad Placements

- Network Wide Tile
- PLUS**
- Network Wide News Billboard
(1 month / year)
- OR**
- Front Page Feature
(4 days / year)

Marketing Alliance Membership

- Access to Alliance Dashboard
- Front Page & App Logo Tile Rotation
- Inclusion in local holiday guides
- In-studio appearances by request
- Inclusion in weekly local deal articles
- Promotion via our popular social media accounts

NOT-FOR-PROFIT BASIC

\$2,760/year - \$229/month

Display Ad Placements

- Network Wide Tile
(3 months / year)
- Network Wide News Billboard
(1 month / year)

Marketing Alliance Membership

- Access to Alliance Dashboard
- Front Page & App Logo Tile Rotation
- Inclusion in local holiday guides
- In-studio appearances by request
- Inclusion in weekly local deal articles
- Promotion via our popular social media accounts

PATRON LEVEL

\$5 /month & up

For individual users who support FingerLakes1.com's mission to deliver quality local content and important information to all residents of the Finger Lakes region

- Listed on our "Who Supports Us" page
- Sign up online at www.patreon.com/join/fl1

To discuss sponsorship opportunities or inquire about standard advertisement placements, contact our business development specialist Sydney Rogers at sydney@fingerlakes1.com or (315) 712-0104.

ADDITIONAL PACKAGES & STAND ALONE DISPLAY PRICING:

LOCAL EVENT BLAST

\$1,499

- 5 Days of Exclusive Front Page Feature Display Tile
- 15 Days of Network Wide News Display Billboard
- 1 Studio Appearance on FLX Weekly or Around the Lakes

LOCAL EVENT PRIMER

\$949

- 3 Days of Exclusive Front Page Feature Display Tile
- 10 Days of Network Wide News Display Billboard

ELECTION SEASON ELITE

\$4,999

- 28 Days of Exclusive Front Page Feature Display Tile
- 1 Month of Network Wide News Display Billboard
- 1 Studio Appearance on Inside the FLX or Sunday Conversation

ELECTION SEASON PREMIER

\$2,499

- 1 Month of Network Wide News Display Billboard
- 1 Month of Network Wide Tile Rotation
- 1 Studio Appearance on Inside the FLX or Sunday Conversation

ELECTION SEASON BASIC

\$1,499

- 1 Month of Network Wide Tile Rotation
- 15 Days of Network Wide News Display Billboard

DISPLAY ADVERTISING:

- FRONT PAGE FEATURE TILE (336x280) \$149.99 / day
- TOP LEVEL BANNER AD ROTATION (728x90) \$999 / month
- NETWORK WIDE NEWS DISPLAY BILLBOARD (728x360) \$1,249 / month
- NETWORK WIDE TILE ROTATION (336x280) \$599 / month
- LOCAL WEATHER CENTER BRANDING BAR (640x40) \$699 / month

SPECIALTY PROGRAMMING SPONSORSHIPS:

- FL1 Sports Live W-FL High School Basketball Broadcasts \$400 - \$6,000 / season
- Auburn Doubledays Baseball on FingerLakes1.com Radio \$300 - \$2,000 / season
- FingerLakes1.com Election Night Live Webcast \$200 - \$600
- Individual Podcast/Webcast Sponsorship Opportunities \$20 - \$100 / episode
- Live Remote Stream from your event of location Starting at \$600

GLOSSARY & DESCRIPTION OF BENEFITS:

Front Page & Smartphone App Logo Tile Rotation

336x39 graphic that links to your website in rotation with all other advertisers. Appears in 3 locations on homepage and near the top of the news feed on our mobile app.

Access to FingerLakes1.com Marketing Alliance Dashboard

Receive unique login to post specials and deals directly to FingerLakes1.com that can be viewed by our users via main navigation link on website and smartphone app. Our staff will use these postings to promote your business in weekly “Local Deals” articles, seasonal holiday guides and in various podcasts/live streams.

Free inclusion in all Holiday Shopping/Activity Guides

FingerLakes1.com publishes 8-10 annual holiday guides with promos & specials from local businesses. These guides appear in our news feed and are prominently linked to our homepage for the week before the corresponding holiday.

Studio Appearances by Request

A representative from your business or organization appears as a guest on a podcast/live stream to promote the topic(s) of your choice or feature individual products or services.

FingerLakes1.com Studio Title Sponsorship

Your business will be featured in every podcast/live stream produced in our digital media production studio in the form of in-show logo display, on-air mention or studio-naming rights.

W-FL High School Basketball Live Streaming Lead Sponsorship

One of four top level sponsorships of our highly popular Wayne-Finger Lakes HS Basketball live streaming and seasonal coverage. Each includes unique benefits such as scoreboard bug logo, halftime/postgame show title sponsorship, or recurring segment title sponsorship. We produce a 20 second advertisement that runs 3x per game between quarters and top billing in broadcast intro & sponsor rolls. Also, linked logo appearing in popular nightly game recaps and sponsorship of weekly Upstate Hoops Podcast.

W-FL High School Basketball Live Streaming Standard Sponsorship

Your business logo and spoken tagline appears in broadcast intro and halftime sponsor roll. One live read per broadcast by play-by-play announcer and sponsorship of weekly Upstate Hoops Podcast.

Individual Podcast/Live Streaming Show Title Sponsorship

Choose a show from our stable of recurring podcasts and have your business name mentioned along with the show title, in the show posts and have the on-air talent/hosts read a short “live read” at the beginning of each episode. Your business logo will also appear on screen from at least 25% of each episode.

Individual Podcast/Live Streaming Standard Show Sponsorship

Choose a show from our stable of recurring podcasts and have your business name mentioned twice per episode with a short (20 second) live read once per episode.

FingerLakes1.com Radio Title Sponsorship

Tagline "You are listening to FingerLakes1.com Radio, powered by *your business name*" airs 24 times per day. 30-second audio commercial to air 6x per day. Also, linked business logo appears near radio player as it appears on FingerLakes1.com and our smartphone app.

FingerLakes1.com Radio Supporting Sponsorship

30-second audio commercial to air 6x per day on our FingerLakes1.com Radio live audio stream.

Auburn Doubledays Baseball Lead Sponsorship

728x360 billboard style ad appears on all Auburn Doubleday game recap articles and 30-second audio commercial airing 3X per broadcast of all Auburn Doubleday live broadcasts on FingerLakes1.com Radio.

Auburn Doubledays Baseball Standard Sponsorship

30-second audio commercial airing 2X per during Auburn Doubledays live broadcasts on FingerLakes1.com Radio.

FingerLakes1.com Election Night Live Title Sponsor

Naming rights to our most popular live stream of the year on Election Night. Also, production of 30 second commercial to air 3X during the live stream and business logo appearing in broadcast during 75% of broadcast.

FingerLakes1.com Election Night Live Standard Sponsor

30 second commercial to air 3X during our most popular live stream of the year on Election Night.

Annual video feature produced on site

We will produce a 5-10 minute video highlighting your business and post to our YouTube Channel and provide code to embed video on your own website or share to social media channels.

Monthly Article Submission w/ 24+ hours front page exposure per article

Send us a press release or sponsored post with image(s) highlighting your business and special events or deals to be published in our news feed as an article and receive front page exposure for at least 24 hours per article.