

## CONTACT

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www.flagscanner.com



facebook.com/flagscanner/



twitter.com/flagscanner/

## ABOUT

Since 2008, the mission of FlagScanner has been to educate and inform the community of the operational procedures and day-to-day duties performed by our heroic public servants and first responders. We believe that an informed public is a safer public.

FlagScanner provides real-time reporting by our staff of community volunteer reporters on Flagstaff area news incidents that involve a response from area police, fire, and EMS officials as heard on scanners, social media, and news tips.

## PARTNERSHIP OPPORTUNITIES

- SITE ADVERTISING
- SPONSORED POSTS
- BRAND AMBASSADORSHIP
- SOCIAL MEDIA CAMPAIGNING
- CONTESTS & GIVEAWAYS

## MONTHLY WEBSITE STATISTICS\*

**1.8M**  
PAGEVIEWS

**160K**  
UNIQUE VISITORS

**20M**  
SITE HITS

**36K**  
SOCIAL MEDIA FOLLOWERS



57% WOMEN  
43% MEN



25% 18-34  
41% 35-54



79% Mobile  
13% Desktop

**92%** OF VIEWERS  
ARE IN THE  
**FLAGSTAFF AREA**

*\*Stats compiled via AWSTATS from September 2024*



Desktop View

**A Header Banner \$200 monthly**  
Ad size: 728x90. Our most visible ad. Top of every page and post in both mobile and desktop views. 1 spot available.

**B Sidebar Sponsor - \$100 monthly**  
Ad size: 300x250. Right sidebar on desktop. Bottom of scroll mid page on mobile. 5 spots in random rotation.

**C Mid Post Content - \$100 monthly**  
Ad size: Responsive. Appears middle of post content or at the bottom depending on length of post. Same for desktop and mobile. 1 spot available.

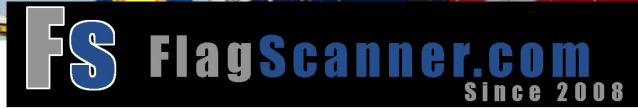
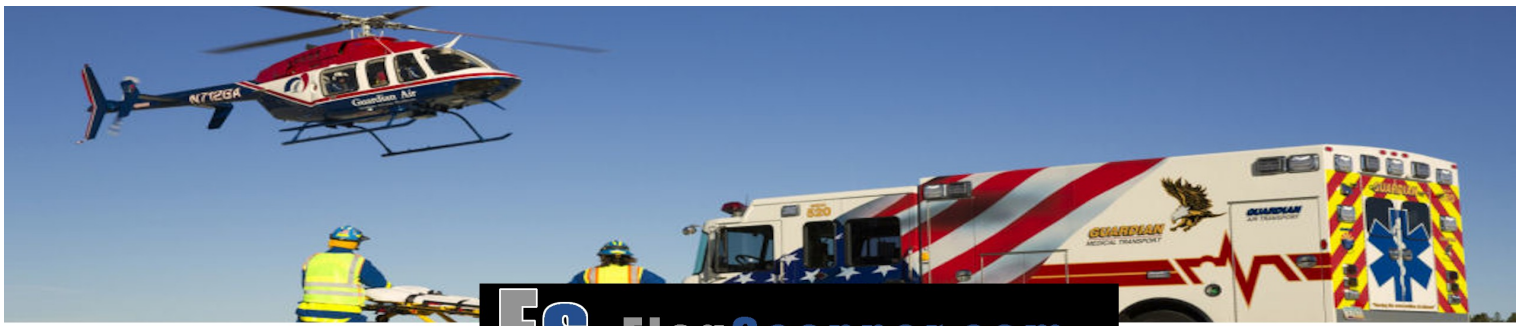
**D Sidebar Supporter - \$50 monthly**  
Ad size: 125x125. Right sidebar on desktop. Bottom of scroll on mobile. 4 spots available.

**A**

**C**

**B**

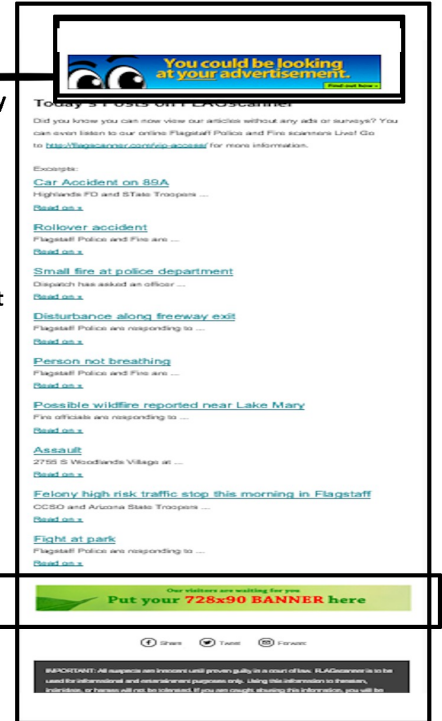
**D**



Facebook Page



Nightly Recap Email



**E** Nightly recap mailer TOP - \$150 monthly  
 Ad size: Responsive. Top banner of nightly recap email sent to roughly 20 THOUSAND subscribers and growing.

**F** Sponsored Facebook Post - \$50 per post  
 Ad size: Responsive. Our second most popular ad in terms of CTR and views. Client may choose any time and day of their choice with 1 week notice.

**G** Nightly recap mailer BOTTOM - \$80 monthly  
 Ad size: 728x90. Bottom banner of nightly recap email sent to roughly 6 THOUSAND subscribers and growing.

## FREE DAY POST SPONSOR - CALL FOR PRICING

This is an ad package for a business to sponsor free posts for a day or multiple days. For example: All incidents posted on Sundays would be open for everyone to view, no subscription required. Every time an incident is posted on Sundays, below the post link it would say something like, "This post is free to view for everyone courtesy of YOUR BUSINESS." The cost remains the same regardless of how many posts were made... typically between 10 and 20 each day.

### AD DESIGN

Flagscanner offers in-house ad design for our advertisers. One design with up to three revisions is included in your initial ad rate. You may provide your own ad as well, but we may alter its sizing to meet our specifications.

### PAYMENT

Payment can be made using any credit or debit card. Payment portal is within the invoice you are sent. Payment must be made in full before the ad will be published.

All prices are subject to change without notice. Flagscanner reserves the right to refuse service to anyone.