

County 10 Election Coverage and Political Advertising Information

Revised on June 17th 2020 to remove some un-utilized offerings and simplify

County 10 welcomes political candidate announcements, press releases and advertising. The following information is intended to provide transparency and clarity around how County 10 handles election coverage and advertising.

County 10 does not endorse any political candidate and strictly separates editorial/news coverage from advertising as it relates to political campaign and election coverage.

Election Coverage News

County 10 is a hyper-local news site. We intend, with election coverage, to provide important information about state-wide races, however, that information will be limited and localized as much as possible. Local races will be given priority on County 10.

Candidacy announcements (the first announcement) will be run by County 10 as news on our main homepage and our Election Coverage Page. **The initial announcement must be sent to County 10 via tips@county10.com.**

Additional press releases may be sent to tips@county10.com. Our editorial team will evaluate the content, but no coverage or publication is guaranteed. For guaranteed placement of press releases or statements by candidates, see [Paid Press Releases below](#). Note: equal opportunity will be given to candidates wishing to publish something on an important issue.

At the request of any candidate, one interview for the County 10 Podcast will be conducted prior to the Primary and again before the General Election and published on County10.com.

Paid Political Advertising

Paid Press Releases

Press Releases may also be submitted through our [Paid Political Press Release Form](#). The cost for submission is \$100 and the release will be published on our Election Coverage Page and labeled "Paid Press Release." Readers will be driven to this page via menu item and promotion and links to this page will be shared periodically in County 10's election coverage. Paid press releases will not be shared on our homepage or social accounts.

Sponsored Posts

County 10 offers political advertising in the form of Sponsored Posts. Sponsored Posts are published on the County 10 homepage, on the Election Coverage Page, in our daily email and to our social accounts. They are labeled as paid and the cost is \$250 per post. Sponsored Posts DO NOT contain display advertising (see below). The candidate must email advertising@county10.com to submit a Sponsored Post.

Display Advertising

County 10 has reserved a specific unit and placement for political campaign display advertising. The ad is 300x250px in size and appears, in rotation, on all County 10 pages and stories, except in Sponsored Posts. The cost is \$100 per week or \$300 for a 30 day period. Design is not included. County 10 will design display advertising to candidates specifications for an additional \$50 per ad. Email advertising@county10.com .

Email Display Advertising

Place an exclusive billboard style banner at the top of the County 10 Daily Digest for one full week. Cost is \$750 and is **subject to availability**. Email advertising@county10.com

Web Design

County 10's web services division (Atmosphere Marketing) will design simple candidate websites with analytics tracking for \$2,500. Candidates must provide all images and information. Domain specific email set-up is included, but purchase of the domain and email hosting will be incurred by the candidate. Email advertising@county10.com

All political advertising MUST disclose the candidate or organization paying for it and will include such information in a prominent location such as the top of Sponsored Posts.

County 10 does not offer packages or discounts for political advertising and only offers the units and products listed above.