

The background image is a scenic landscape. In the foreground, a stream flows over mossy rocks. In the middle ground, a wooden water tower stands on stilts. The background is a dense forest with trees showing autumn foliage in shades of orange and yellow. The sky is blue with some clouds.

# The SMOKIES.com

Media Kit & Rate Card

Updated March 2023



# TheSmokies.com attracts 4.9 million views annually

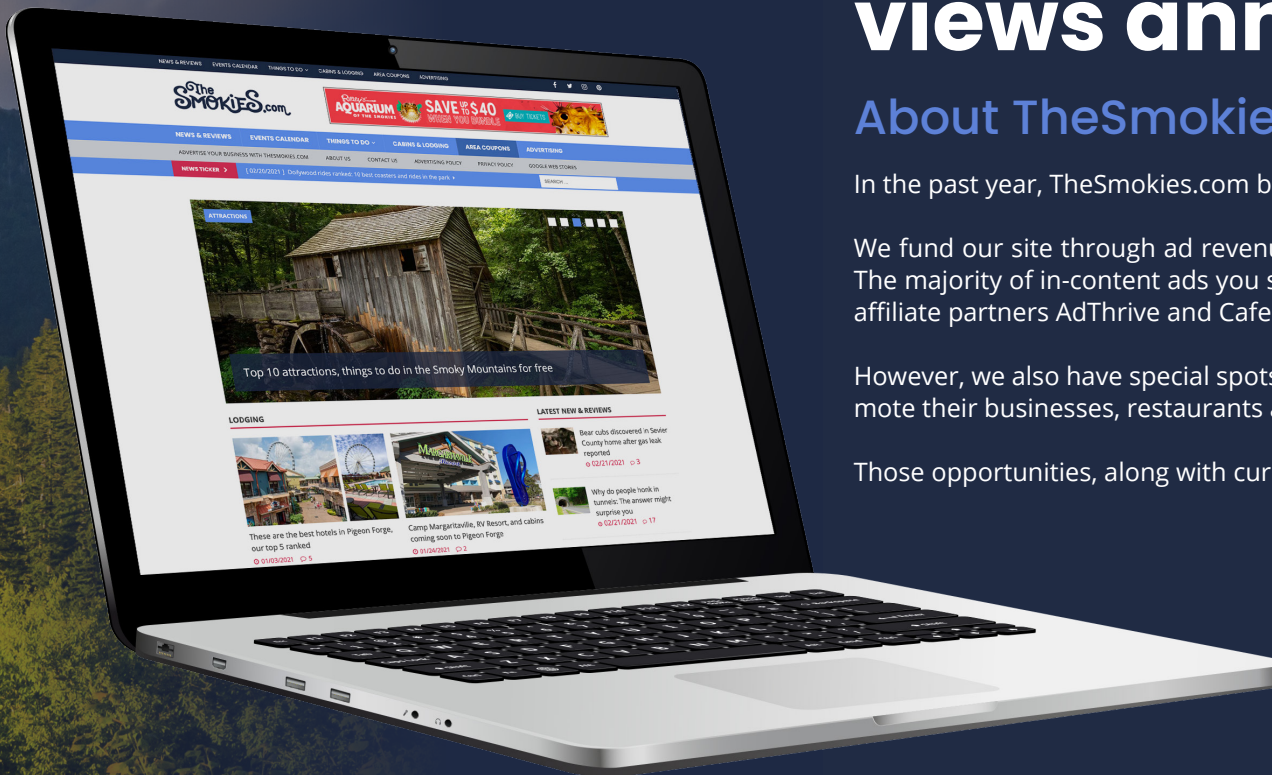
## About TheSmokies.com LLC

In the past year, TheSmokies.com brought in 4.9 million page views.

We fund our site through ad revenue so that it remains free to the general public. The majority of in-content ads you see on our website are content ads through our affiliate partners AdThrive and CafeMedia.

However, we also have special spots reserved for local advertisers who wish to promote their businesses, restaurants and attractions.

Those opportunities, along with current pricing, are listed in this rate card.



# The secret to our rapid growth

## Our locally-grown talent

The secret behind our success is our locally-grown dream team of passionate Smokies lovers who were all born and raised in the area.

We know what visitors in the Smokies want to see.

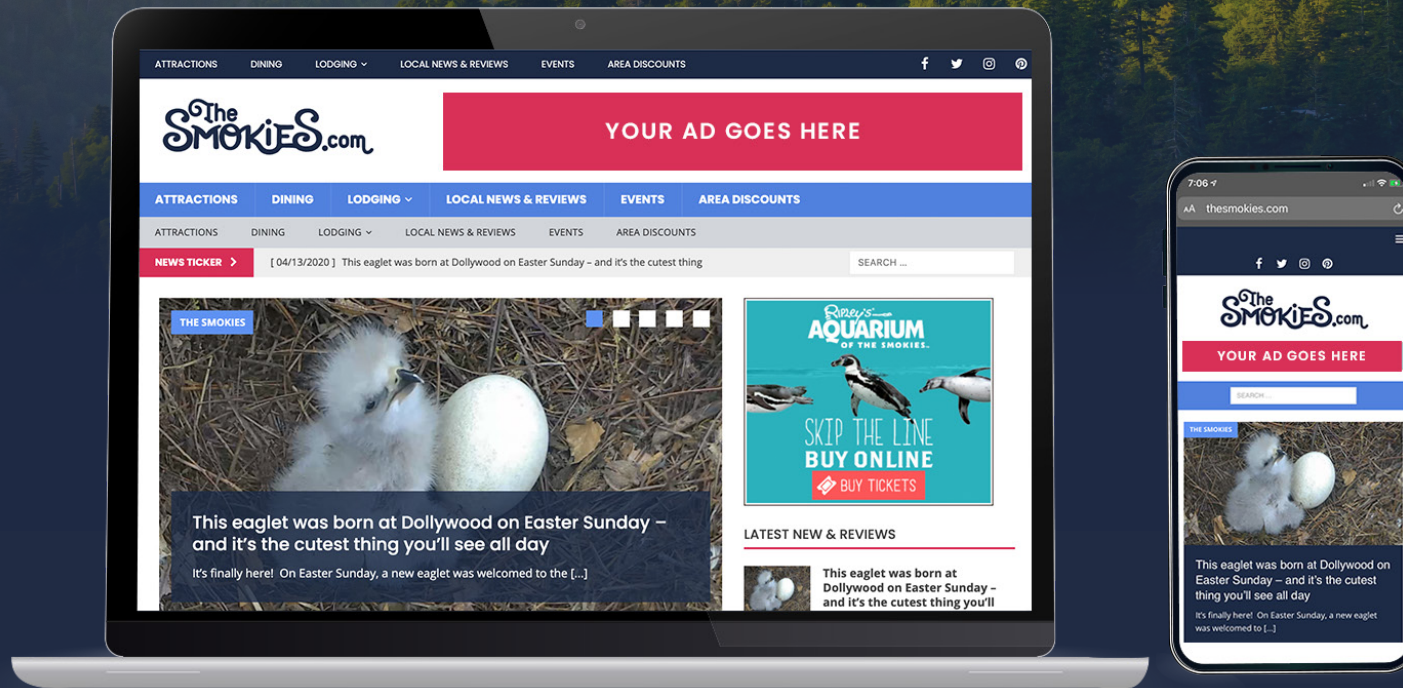
Every article and piece of content on our site was written and refined in response to current social media discussions and Google Trends.

This is why we've attracted over 4.9 million views to TheSmokies.com in the past year and grew our social media following to over 136,000 social media followers (Facebook Page, Facebook Group & Instagram).

**3.1M**  
uniques annually

**4.9M**  
pageviews annually

**136K**  
social followers



AVAILABLE NOW

# Sponsor TheSmokies.com

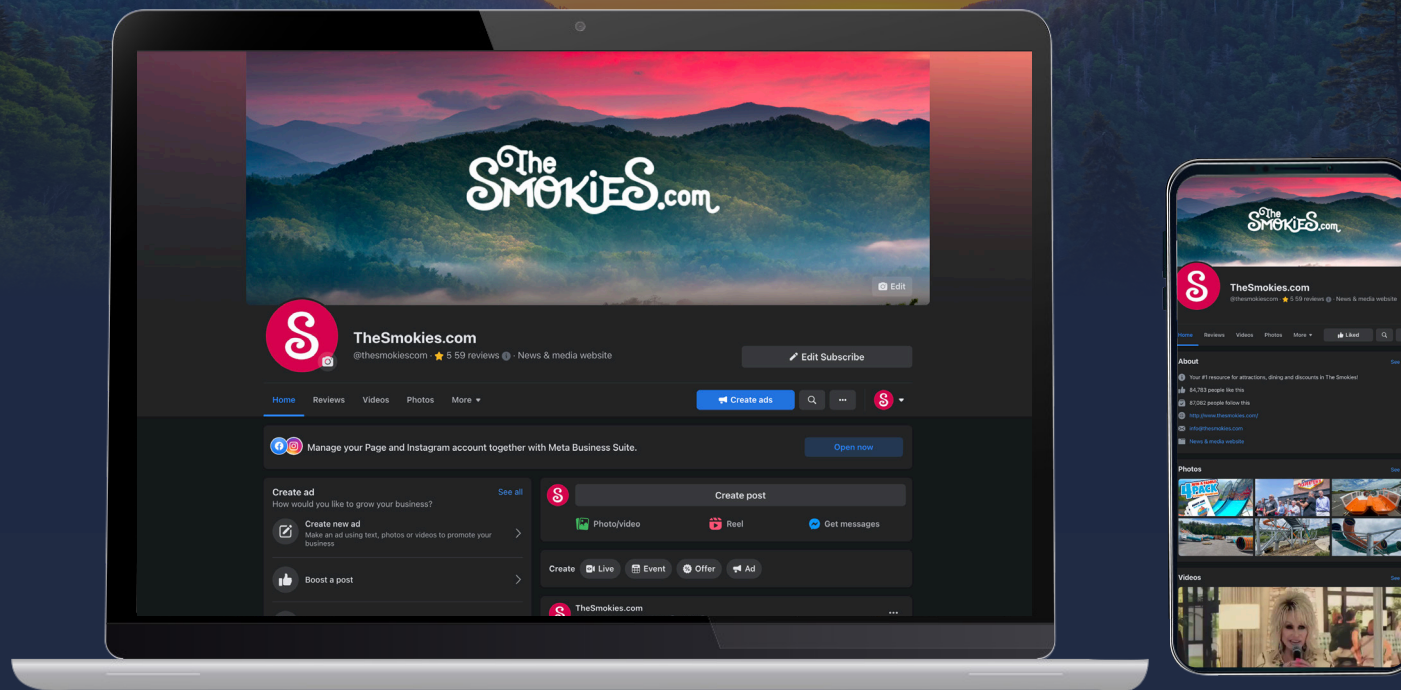
Price: \$9,999/yr

Sponsor TheSmokies.com for the year with our largest ad package. Either supply your own artwork and verbiage or let our staff help you come up with the perfect message. With this package you will receive:

- **1 ad at the top of every page** of our website (4.9M annual impressions\*)
- **1x monthly sponsored social post** (136k followers\*\*)
- **1x weekly ad in our e-newsletter** (50k annual impressions\*)
- **1 ad on our coupon page** (13k annual impressions\*)
- **1 full-length featured article** advertising your business (8k annual impressions\*)

\*Impressions are estimated based on our 2022 site traffic and/or social media impressions where applicable actual article performance may vary. \*\*Social posts include our Facebook Page, Facebook Group and our Instagram. All content must be family-friendly and approved by our editorial team.





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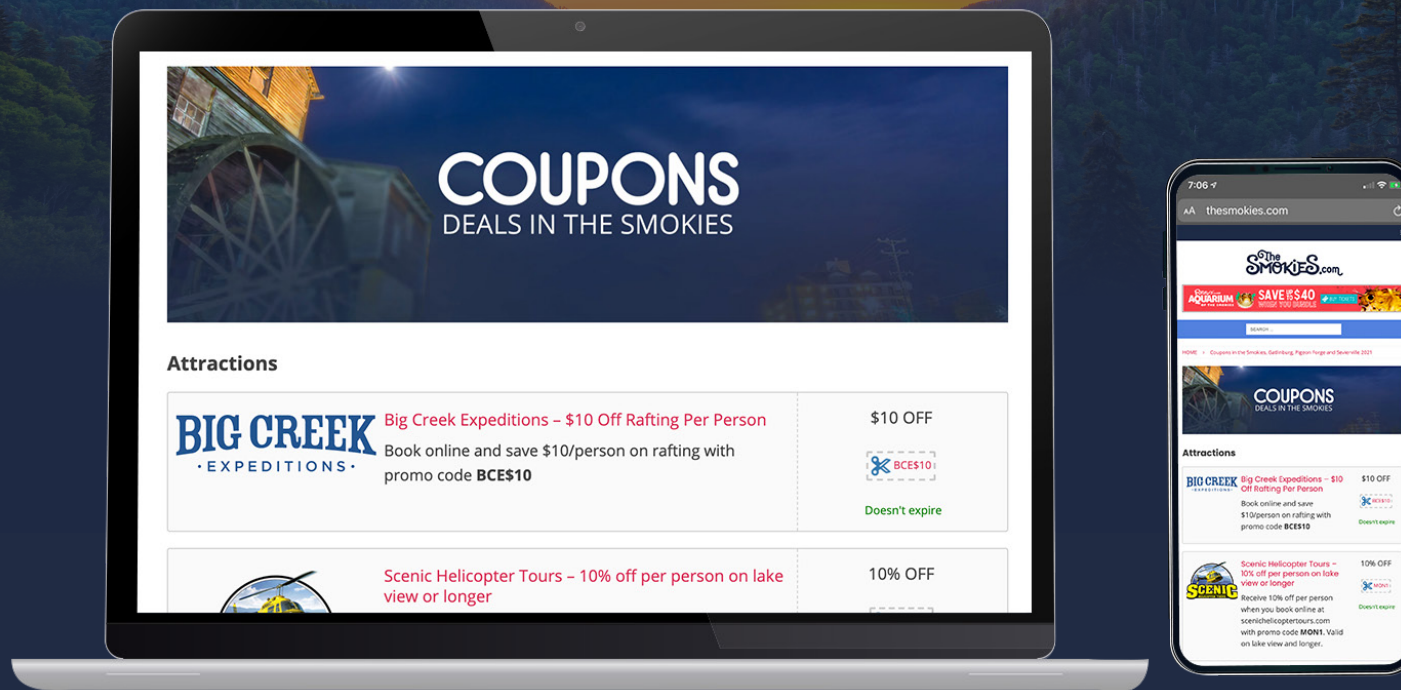
# Sponsored Social Medi Post

Price: \$199/post

Promote your business on our Facebook Page, Facebook Group and Instagram to our combined 136,000k+ engaged followers. Supply your own content for \$199, or have our staff produce the ad for you for \$299.

- **1x sponsored social post** (136k followers\*\*)
- With your choice of a photo(s), a link or a reel.

*\*Impressions are estimated based on our 2022 site traffic and/or social media impressions where applicable actual article performance may vary. \*\*Social posts include our Facebook Page, Facebook Group and our Instagram. All content must be family-friendly and approved by our editorial team.*



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## Coupons Page Listing

**Price: \$199/yr** (logo & text only)

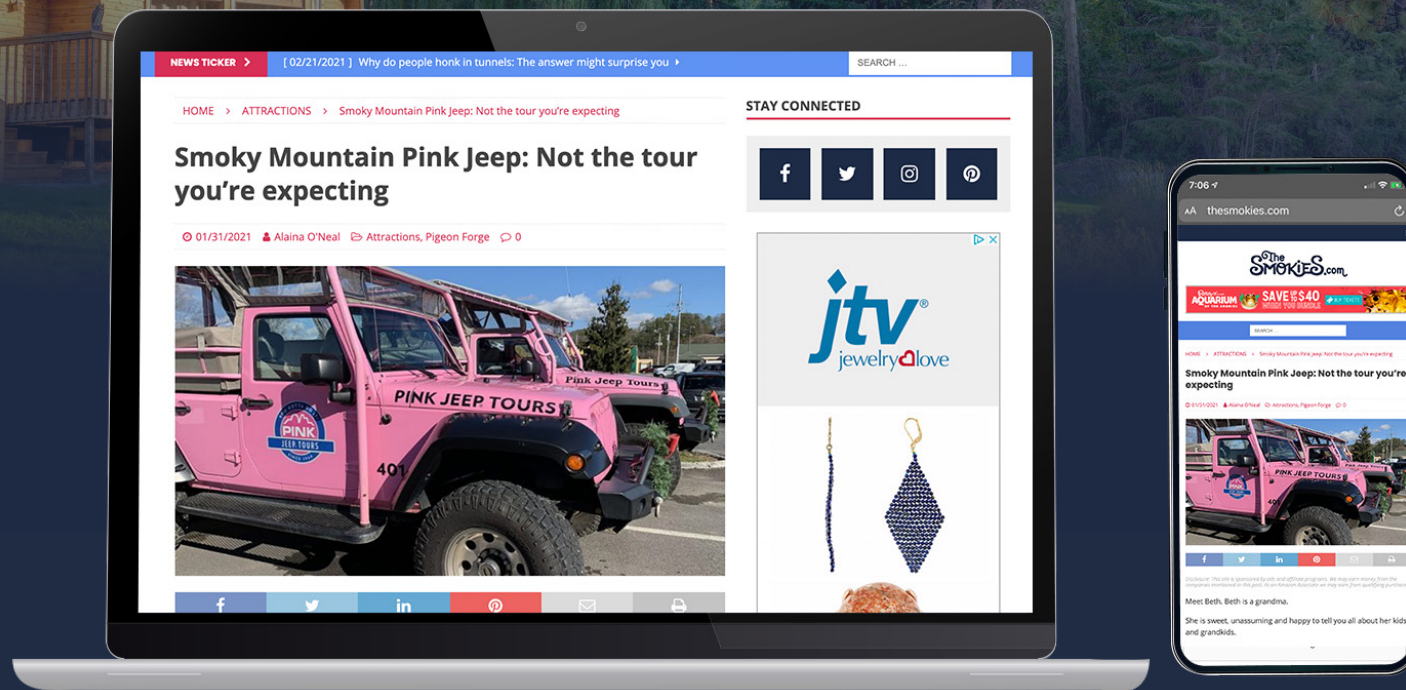
Promote your business on our coupons page and weekly newsletter (with 10,000 subscribers and a 35% open rate). You must be able to offer our readers a discount, promo code or coupon code good for at least one year. With this package you will receive:

- **1x weekly ad** in our e-newsletter (50k annual impressions\*)
- **1 ad on our coupon page** (13k annual impressions\*)

\*Impressions are estimated based on our 2022 site traffic and/or social media impressions where applicable actual article performance may vary. \*\*Social posts include our Facebook Page, Facebook Group and our Instagram. All content must be family-friendly and approved by our editorial team.

The  
SMOKIES.com





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# Article Feature Package

**Price: \$999/ea** (article w/ photos)

Promote your business with a sponsored article. Supply your own article (\$999), or have our editorial staff write one for you (\$1,299). We will also post this article on social media (to our 136k followers). The article will remain on our site as long as you (or we) remain in business and it remains relevant. One do-follow backlink is included. With this package you will receive:

- **1x sponsored social post** (136k followers\*\*)
- **1 full-length featured article** advertising your business (8k annual impressions)

*\*Impressions are estimated based on our 2022 site traffic and/or social media impressions where applicable actual article performance may vary. \*\*Social posts include our Facebook Page, Facebook Group and our Instagram. All content must be family-friendly and approved by our editorial team.*

# Advertise your business with TheSmokies.com!

Select the plan that most interests you...

And contact us for more information! Please note that this inquiry does not obligate or automatically enroll you into any of the above mentioned subscriptions/plans. We look forward to hearing from you!



morgan@thesmokies.com



@thesmokiescom

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