



# The SMOKIES.com

Media Kit & Rate Card

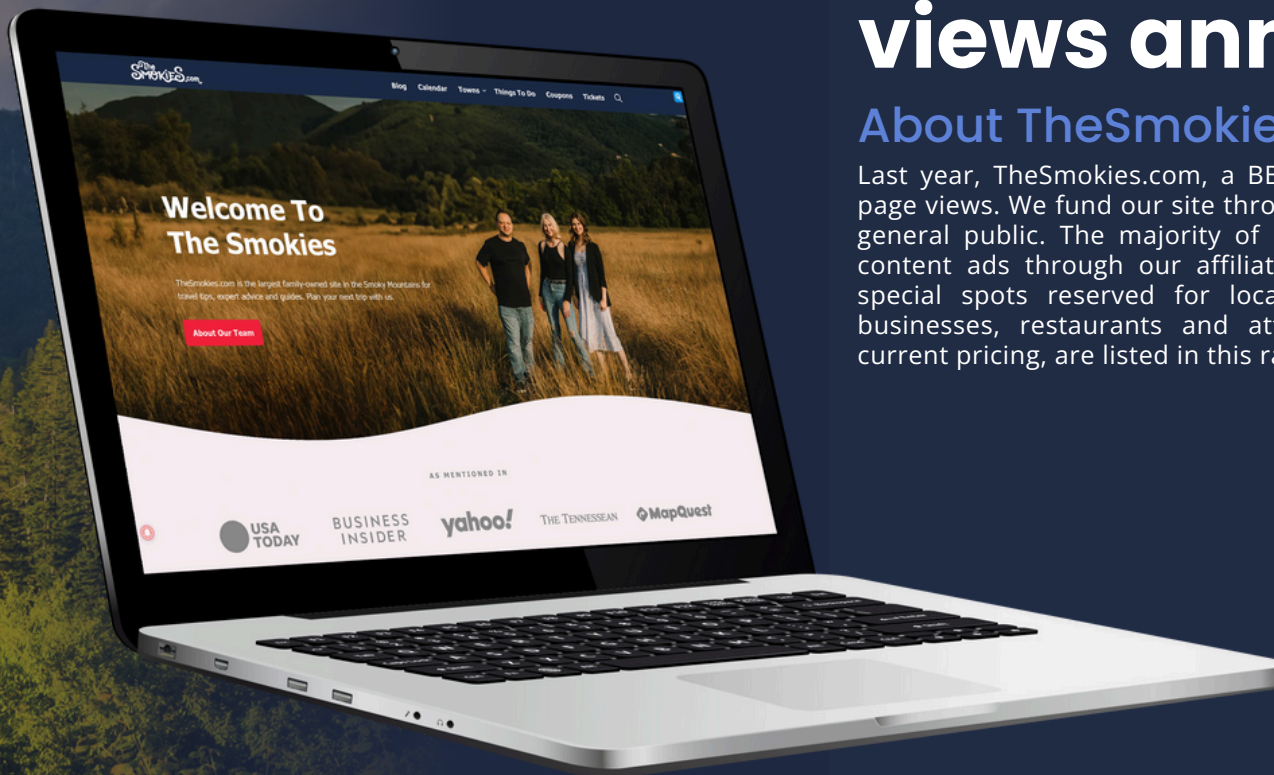
Updated January 2025



# TheSmokies.com attracts 4 million views annually

## About TheSmokies.com LLC

Last year, TheSmokies.com, a BBB accredited business, brought in 4 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 partner, Raptive. 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.

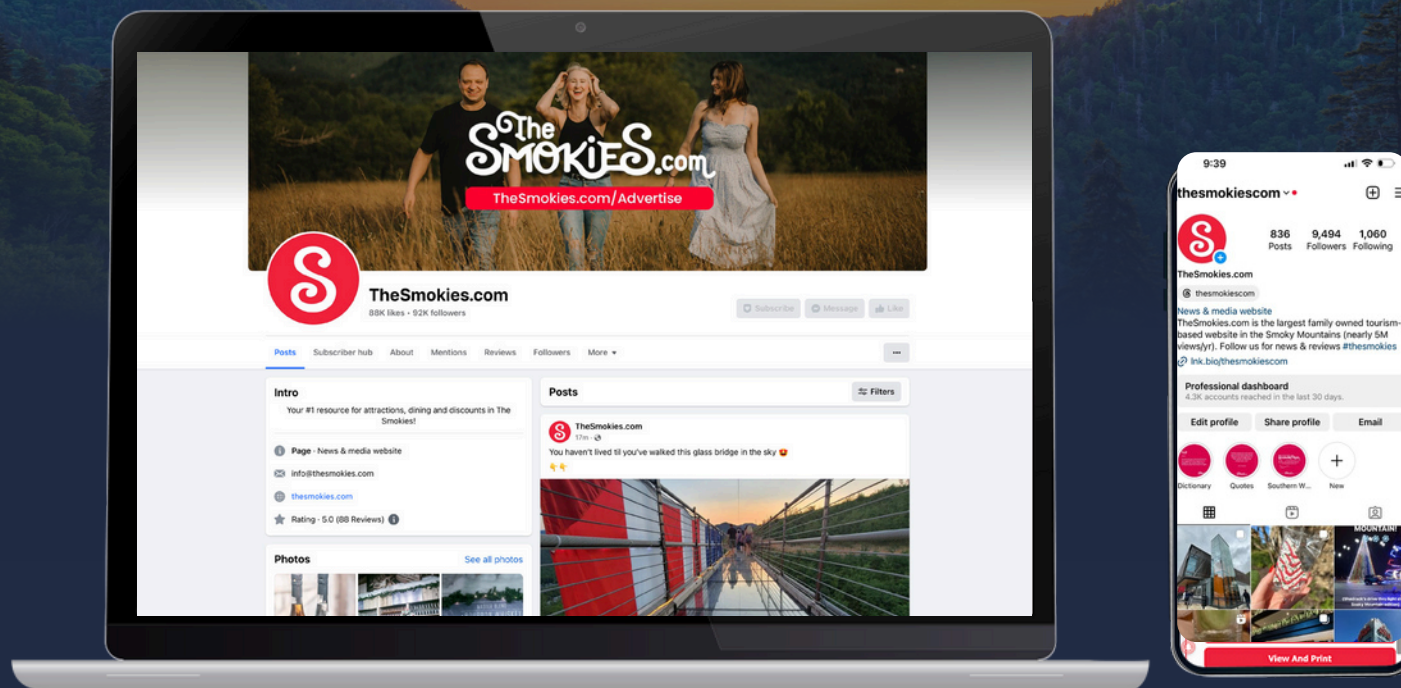


# We are the largest family-owned website in the Smokies

## With locally-grown talent

The secret behind our success is our locally-grown dream team of passionate Smokies lovers who are all natives and/or long-time locals. 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 million views to TheSmokies.com in the past year and grew our social media following to over 182,500 social media followers (Facebook Page, Facebook Group, Instagram & TikTok).

**4M**  
pageviews  
annually  
**182K** social  
followers  
**11K** email  
subs



AVAILABLE NOW

# Sponsored Social Media Post

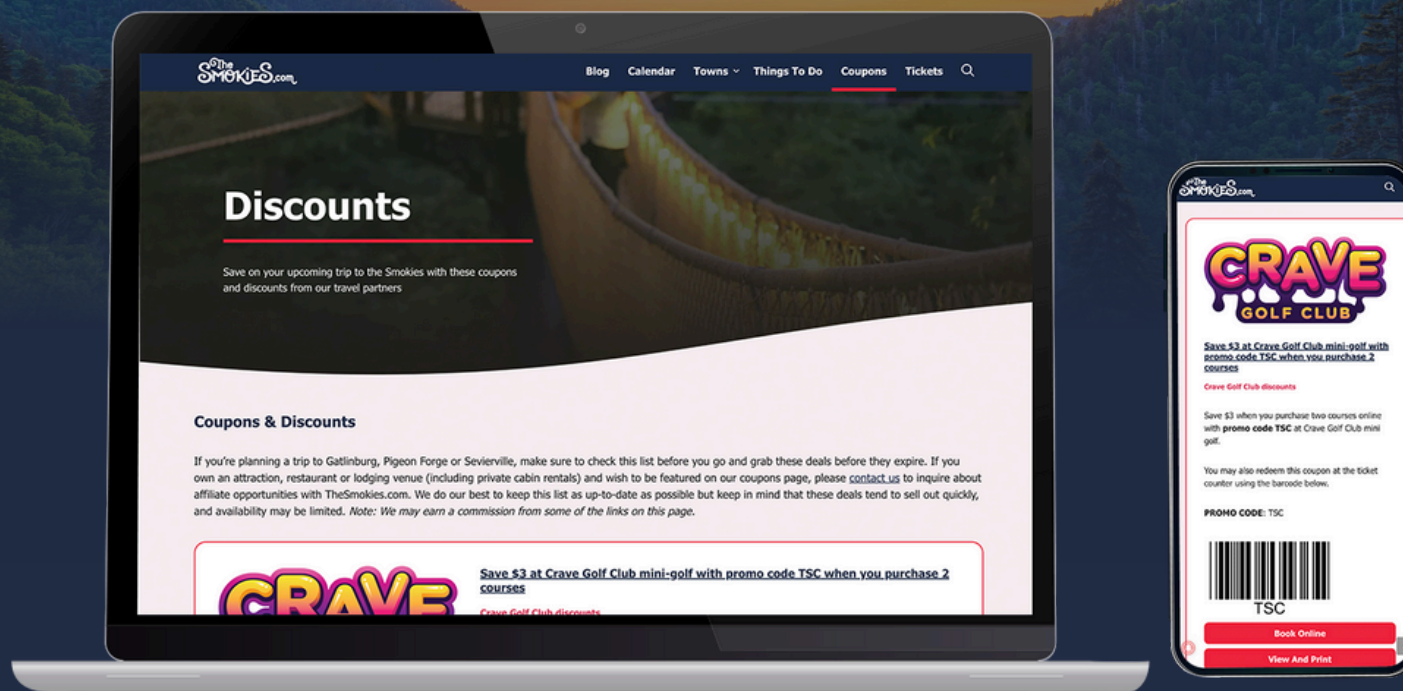
Price: \$200+ /post (your choice media/platform)

Promote your business or campaign on one or many of our social media channels.

Platform	Follower Count	Media Type/Options	We Create Content	You Provide Content
Facebook	162,000	Photo, Video, Text, Link	\$1250/post	\$1000/post \$200/post
Instagram	9,500	Photo, Reel	\$250/post \$250/post	\$200/post \$1200
TikTok	11,000	Reel	\$1500	
All (campaign bundle)	182,500	Your Choice		

\*All content must be family-friendly, relative to our audience and approved by our editorial team.





AVAILABLE NOW

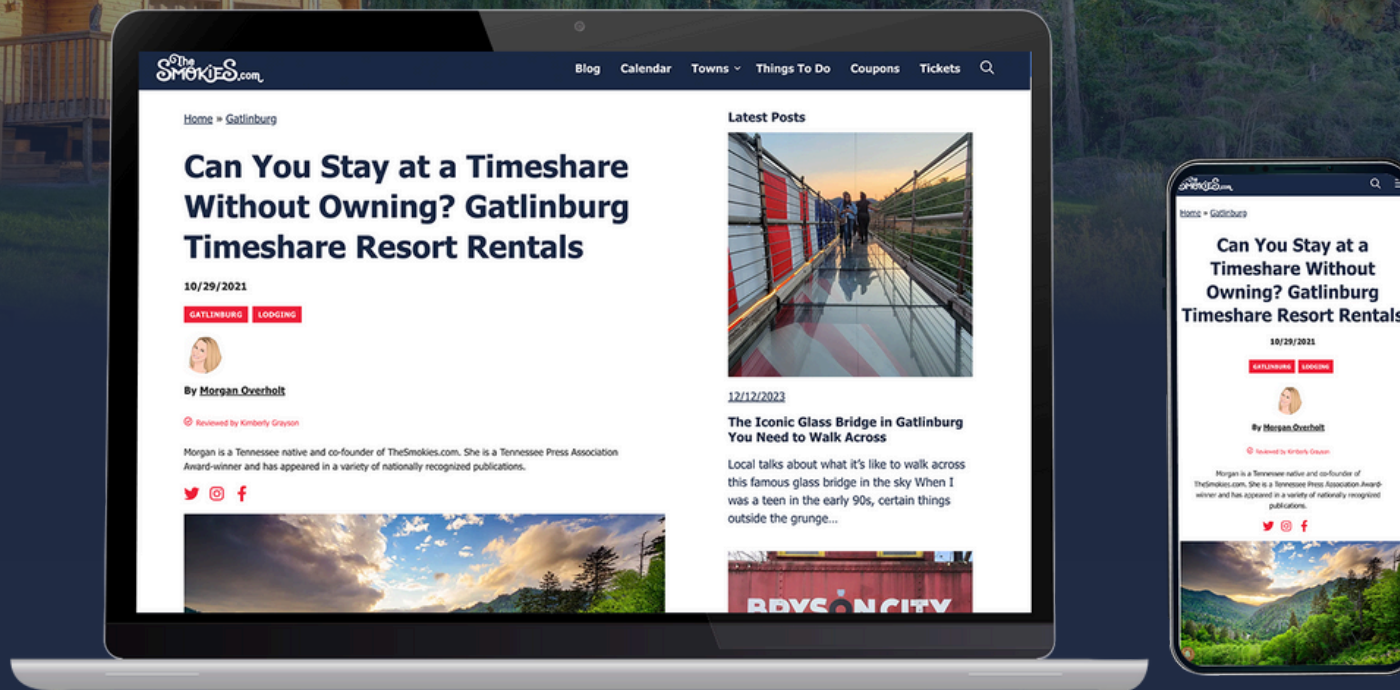
# Annual Coupons Page Listing

Price: \$250/yr (logo & text only)

Promote your business on our [coupons page](#) and our **weekly newsletter** (with 11,000 subscribers and a 26% avg 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:

Platform	Annual Impressions*	Media Type	Price
Our Website & Newsletter	182,000	Email & Coupons Page	\$250/year

\*Estimated, actual impressions may vary. All content must be family-friendly, relative to our audience and approved by our editorial team.



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## Sponsored Article

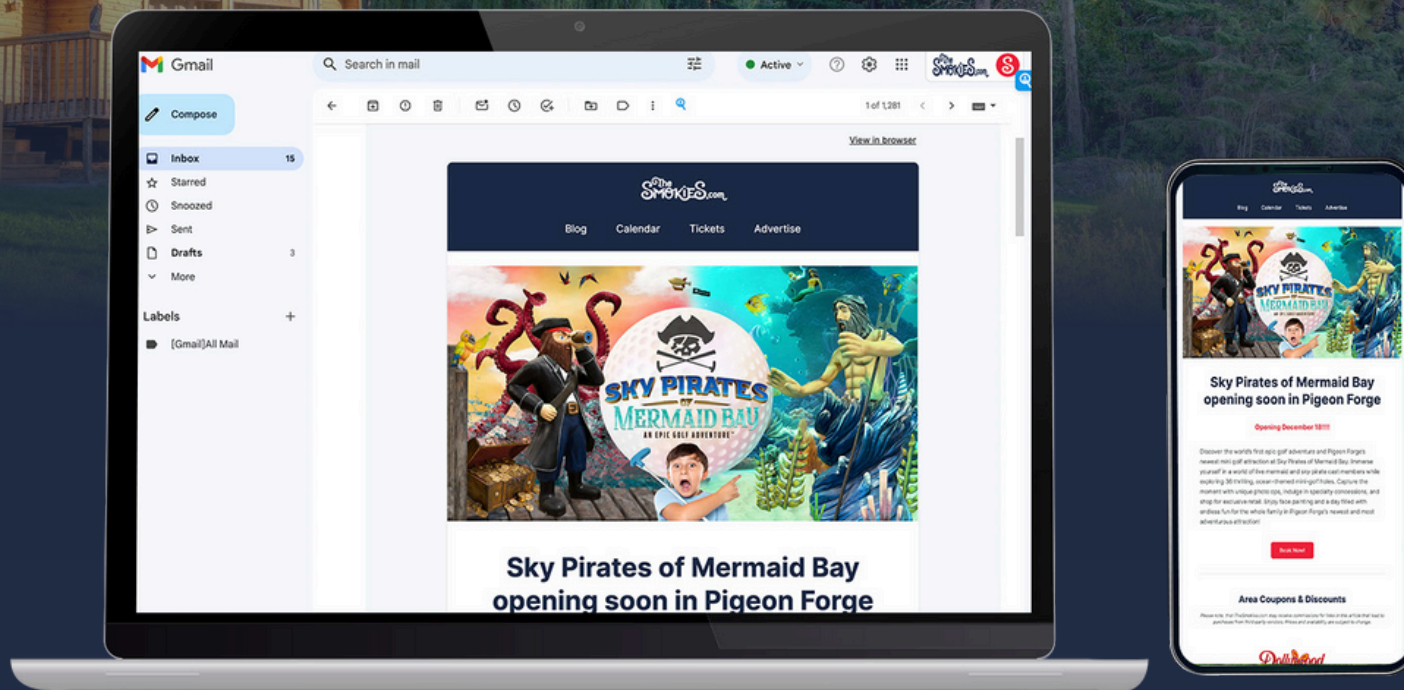
Price: \$1000/ea (article w/ photos)

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 both our **Facebook Page and Facebook Group** (to our 191k combined followers). The article will remain on our site as long as you (or we) remain in business, the links remain valid and the content remains relevant. One **do-follow backlink** is included. With this package you will receive:

Platform	Annual Impressions*	Media Type	We Create Content	You Provide Content
Our Website	8,000/year	Article & Photos	\$1250	\$1000

\*Estimated, actual impressions may vary. All content must be family-friendly, relative to our audience and approved by our editorial team.





AVAILABLE NOW

## Sponsored Email

Price: \$200/ea (text & photo)

Promote your business with a sponsored email. Supply your own content (\$200), or have our editorial staff write something for you (\$250). Our **newsletter** has over 14,200 subscribers and a 26% avg open rate. With this package you will receive:

Platform	Est. Impressions*	Media Type	We Create Content	You Provide Content
Our Newsletter	3,500	Text & Photo	\$250	\$200

\*Estimated, actual impressions may vary. All content must be family-friendly, relative to our audience 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!



[info@thesmokies.com](mailto:info@thesmokies.com)



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