

SOUTHBURY RECORD

HYPERLOCAL INDEPENDENT TRUSTED NEWS | MEDIA GUIDE

OUR MISSION & APPROACH

The Southbury Record is an independent, hyper-local, digital-first news outlet that was born in Summer 2025, built on fact-based and records-driven reporting, being a steady presence at meetings that matter, and highlighting cherished community events.

Readers come to The Record for on-the-ground, accountability journalism — the kind that shows up at Town Hall, files the FOIA request, and stays past the last vote on election night. In under a year, that approach has grown a loyal, engaged local audience with nowhere else to go for this coverage.

The organic and intentional approach at building something new for the community has focused on building a reputation for showing up and getting it right.

Our reporting primarily focuses on Southbury while also covering Middlebury, Region 15, and neighboring communities when stories have a local impact. Every story published by The Southbury Record has been independently reported and produced locally. Every story is approached with fairness, context, and a commitment to accuracy over speed.

Proud member of LION Publishers and listed among the Town of Southbury's local media resources.

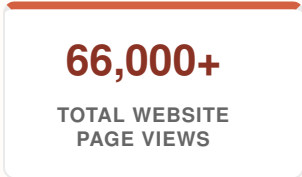
CONTEXTUAL AD PLACEMENTS

Align your brand directly with the topics that match your mission. Our in-article banner opportunities are contextually targeted to specific editorial channels, delivering a highly receptive audience. Every creative links directly to your digital destination.

PLACEMENT STYLE	DIMENSIONS	TARGETING & CORE CHANNELS
Homepage Leaderboard	728 x 90 px	Maximum prestige and immediate brand recognition. Sits prominently "above the fold" of our main homepage.
In-Article Banner	728 x 90 px	Contextual alignment. Placed naturally within relevant content channels: Local Govt, Events, Local Sports, Biz & Development, Public Safety, and Schools.

ACCELERATING GROWTH

All of our audience milestones have been achieved in just 12 months, and our momentum continues to accelerate. Audience growth has accelerated throughout 2026, with each of the last three months setting new readership highs since launch, making this an incredible opportunity to get in on the ground-level of Southbury's fast-growing news platform.



Residents rely on The Record during elections, school budget votes, breaking public safety incidents, and major community events.

CAMPAIGN RATES & STRUCTURES

EFFECTIVE AUGUST 2026 - DECEMBER 2026

To celebrate our rapid first-year momentum, we are offering an exclusive Founding Partner Initiative for commitments finalized during this cycle. This lets early advertisers secure premier slots at a ground-level introductory rate. We also support local civic and community groups with a 10% Nonprofit Discount across all campaigns.

1. The Founding Partner Tier (6-Month Commitment)

Our premier awareness package. Features an exclusive "Founding Partner" visual badge on your ad blocks. The "Full Impact" Combined option includes a dedicated social media feature shout-out thanking your brand for supporting local journalism.

AD PLACEMENT	STANDARD BUSINESS RATE	NONPROFIT RATE
Homepage Leaderboard Only	\$195/mo	\$175/mo
In-Article Banner Only	\$150/mo	\$135/mo
"Full Impact" Combined (Both Placements + Social Shout-out)	\$295/mo	\$265/mo

2. The Community Builder Tier (3-Month Commitment)

Ideal for seasonal initiatives or extended local event promotion. Offers pre-factored savings when billed upfront.

AD PLACEMENT	STANDARD BUSINESS RATE	NONPROFIT RATE
Homepage Leaderboard Only	\$240/mo	\$216/mo
In-Article Banner Only	\$195/mo	\$175/mo
Combined Package (Both Placements)	\$370/mo	\$333/mo

3. The Spotlight Tier (Month-to-Month)

Maximum short-term flexibility. Tailored for targeted announcements, hiring pushes, or specific monthly community events.

AD PLACEMENT	STANDARD BUSINESS RATE	NONPROFIT RATE
Homepage Leaderboard Only	\$295/mo	\$265/mo
In-Article Banner Only	\$250/mo	\$225/mo
Combined Package (Both Placements)	\$475/mo	\$427/mo

Editorial Policy & Transparency: To preserve the community trust that serves as our publication's core foundation, the Southbury Record enforces a definitive, unyielding division between our commercial advertising partnerships and independent news reporting. Advertising expenditures do not dictate, influence, or guarantee editorial news coverage.

Ready to partner with The Southbury Record? For inquiries, creative guidelines, or to secure a rate lock, contact Evan at news@southburyrecord.com or at SouthburyRecord@gmail.com