



California Globe is a news site with a granular focus on California politics

California Globe is being read by over 100k politically engaged Californians every week. They tune in to our articles every day for the inside scoop on what's going on around the state. They are getting their political news from us.

ATTENTION: Non Profits, Advocacy Groups and Political Campaigns. Gain new members, raise funds, promote events & publications. We are offering very special rates and programs to get your message out to our pro-growth, pro-business readers.

California Globe should be a part of how your clients reach this specific audience. Your messaging, announcements and promotions will appear next to our well-read articles.

We are reaching decision makers and influencers in Sacramento and beyond.

In 2020, we earned over 6.7MM Users and 10.2MM pageviews. Which is an average of over 850K PVs per month. From people who are exceptionally politically engaged.

That is over 20MM ad impressions

We will create a digital campaign that will reach these very influential readers. We can be very flexible with our advertising packages. If you want to target a certain part of the state, we can create a campaign tailored to your client's needs.

**Please consider California Globe
as part of your media plan.**

ADVERTISING

Rates & Specs:

Al La Carte Campaigns

- Standard ad units: \$10 CPM

Sample Packages:

- 100,000 impressions.....\$1,000
- 175,000 impressions.....\$1,750
- 250,000 impressions.....\$2,500

- Prestitials (video and static).....\$500/day
- Sponsored Post.....\$1,000/week
- Site Takeovers.....\$1,000/day
(Includes takeover and prestitial)

EMAIL BLAST - \$500

- To over 7,000 Subscribers

THE CAPITOL MALL - \$1,500

- 100,000 standard ad unit impressions
- 1 Prestitial

THE L STREET - \$3,000

- 200,000 standard ad unit impressions
- 2 Prestitials

THE FRANK FAT - \$6,000

- 300,000 standard ad unit impressions
- 4 Prestitials
- 1 Takeover

BASIC AD SIZES

- 800x600 Prestitial/Road Block
- 728x90 Leaderboard
- 300x600 Filmstrip
- 300x250 Medium Rectangle
- 320x50 Mobile Web Adhesion