

MEDIA KIT | 2026

ALAMOSA CITIZEN



# the numbers

monthly:

**30,000+** users of the site

**90,000** page views

**800K** Google search impressions

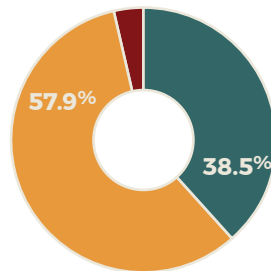
**800** podcast downloads

social media:

**7,300** Facebook

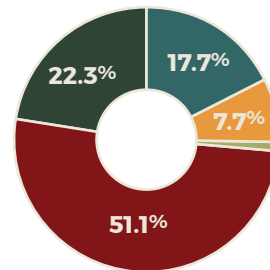
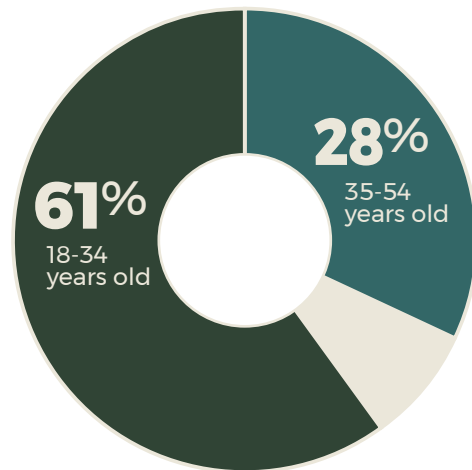
**3,560** Instagram

audience:



SESSIONS BY DEVICE

- mobile
- desktop
- tablet



SESSIONS BY CHANNEL

- unassigned
- organic search
- organic social
- referral
- email



# MONTHLY RATES | run-of-site

## 30-DAY CONTRACT

**\$600**

- run-of-site ads  
in four positions  
*(at least 10,000 total  
impressions)*

## 90-DAY CONTRACT

**\$575**

- run-of-site ads  
in four positions  
*(at least 10,000 monthly  
impressions)*

## 6-MONTH+ CONTRACT

**\$550**

- run-of-site ads  
in four positions  
*(at least 10,000 monthly  
impressions)*



# MONTHLY RATES | specialty, podcasts

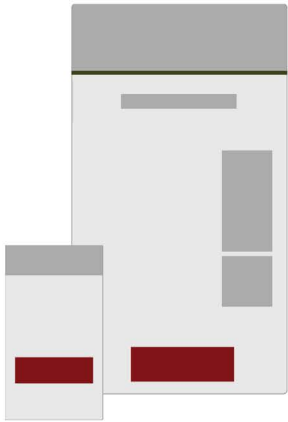
*à la carte or add to run-of-site contract*

	<b>30-DAY</b> contract	<b>90-DAY</b> contract	<b>6-MONTH+</b> contract
Podcast promotion <i>(20-30 seconds, 2x month)</i>	\$200	\$200	\$100
YouTube Billboard	\$550	\$500	\$450
Image Billboard	\$450	\$400	\$300
Enhanced Listing	\$100	\$75	\$50
Newsletter promotion <i>(2x month)</i>	\$100	\$75	\$50
Social media boost <i>(we amplify your social post on our social channels)</i>	\$30	\$30	\$30



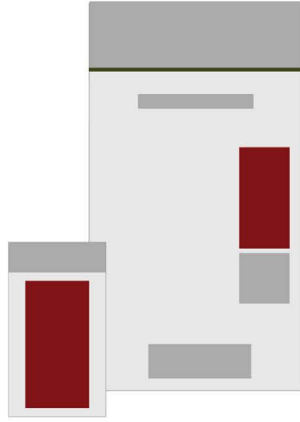
# run-of-site ad sizes/placement

**INFEED**



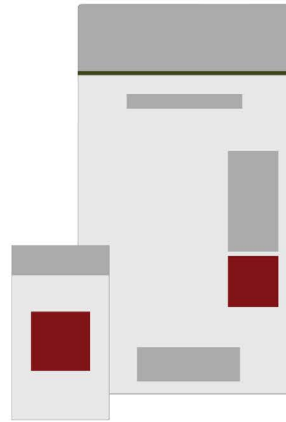
750 x 250

**TALL**



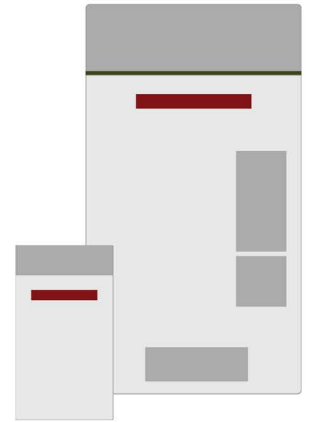
300 x 600

**MEDIUM**



300 x 300

**LEADERBOARD**



728 x 90

sizes in pixels

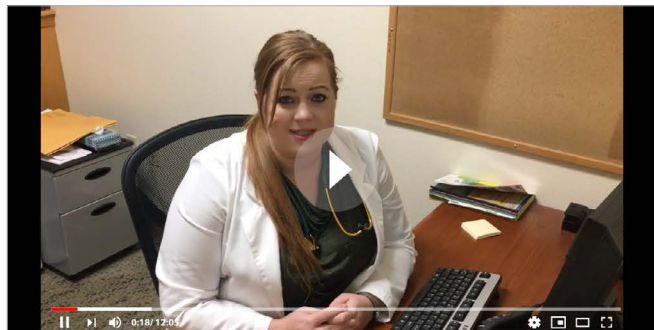


# specialty ad formats

## 1. Billboard with your YouTube video

Large and powerful – an ad featuring your Youtube video at the top of AlamosaCitizen.com homepage. Give the videos you are already producing a wider audience.

SAMPLE: [\(LINK\)](#)



**Your Trusted Partner in Health**

Thank you for allowing us to earn your trust.

ALAMOSA  CITIZEN

NEWS  PODCASTS ABOUT JOBS  
THE VALLEY CALENDAR

BECOME A MEMBER

 SIGN IN



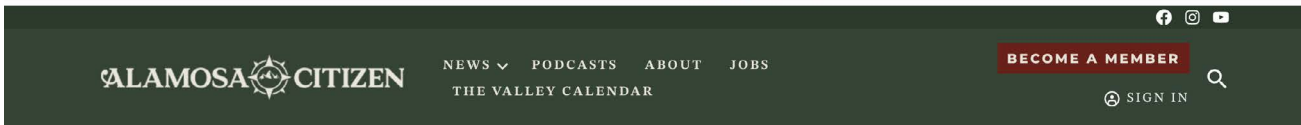


# specialty ad formats

## 2. Billboard ad

Large image at the top of AlamosaCitizen.com homepage. 2000x500 pixels.

SAMPLE:





# specialty ad formats

## 3. Enhanced Listing

Quick, simple, cost-efficient digital business card that links to your site.

Send us your photo or logo and some basic business information. We format it into our template.

SAMPLE:

The screenshot shows the Alamosa Citizen website with a dark header. The header includes the Alamosa Citizen logo, navigation links (NEWS, PODCASTS, ABOUT, JOBS), and a 'BECOME A MEMBER' button. The main content area features an article about outdoor recreation in Alamosa. On the right side, there is a sidebar with a 'TUITION & FEES' section and an 'Enhanced Listing' for Lacey Heersink. The listing includes a photo of Lacey, her name, title, and contact information. Below the listing is a 'LATEST NEWS' section.

ALAMOSA CITIZEN THE VALLEY CALENDAR

NEWS ▾ PODCASTS ABOUT JOBS

BECOME A MEMBER

SIGN IN

"This race is a testament to how much outdoor recreation is growing in Alamosa," said Dalton Carleo, the city of Alamosa's recreation division manager.

Alamosa is one of the few places along the Rio where flows are so low it can freeze solid enough to run on, creating something unique to outdoor recreation.

The Rio Frio "puts on display the outdoor recreation amenities we have in Alamosa," said Sean Sluyter, the city of Alamosa outdoor recreation supervisor and grants coordinator.

Of course, there is a contingency route for if the Rio Grande doesn't freeze enough, but Sluyter and Carleo are hoping for cold nights. They'll announce whether or not the race will be happening on ice or on dry land the week before the race.

The Rio Frio is also an economic driving force that year after year brings more and more people. Alamosa will come alive during the last weekend in January. Downtown will be bustling with music, vendors, and ice carvings. It gives people a reason to put on a jacket and get outside.

The race itself has held its own and grown. Since 2022, Carleo said, "we've had a progressive increase in participants."

In 2022, there were 190 racers. In 2023, the number bumped up to 225. Last year, 2024, saw the biggest increase in racers at 342.

"That really caught our eyes, cause we weren't really prepared for that," Carleo said.

Sluyter said that in the week before the 2024 race, when it was confirmed to be on the Rio Grande, more than 100 people registered to race.

**TUITION & FEES**

*The Adams Promise Scholarship*

Click for eligibility requirements and more information.

**Lacey Heersink**  
Owner & Founder

CopperSoul Social Events  
Intention, Purpose & Unforgettable Memories

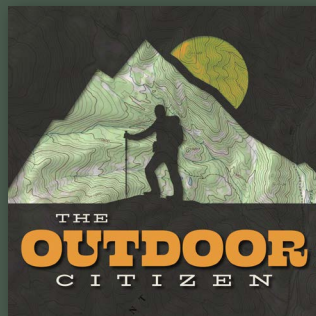
✉ rootsbyblessed@gmail.com  
☎ 719.850.9655  
🌐 www.rootsbyblessed.com

**LATEST NEWS**

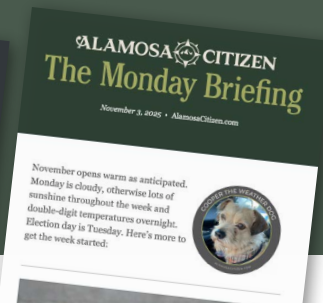
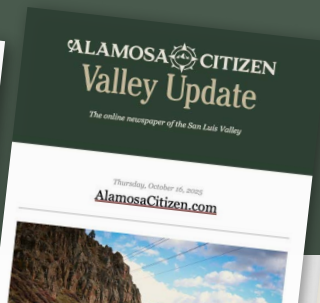
State legislature steps in on Cielo Vista Fence dispute



# sponsorship opportunities



**PLUS:** 4 newsletters: (2,000+ total subscribers)





# results

Advertisers receive  
a detailed monthly  
performance report

ADAMS STATE UNIVERSITY REPORT



## Adams Promise (Banner 750x250)

#1088707



VIEWS

1,939



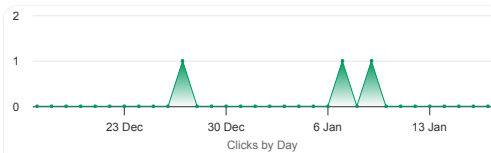
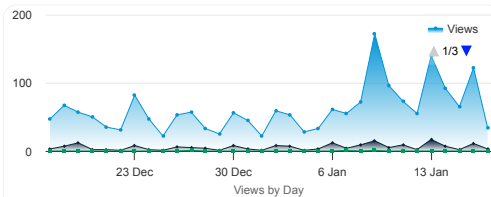
HOVERS

181



CLICKS

3



Most Viewed Day  
of the Week

Thursday



Most Viewed  
Time of the Day

09:00am

3x  
the Industry  
Average



● Mobile  
● Desktop

### Campaign Report

Prepared on  
January 17, 2025

Performance from  
12/17/2024 to 01/17/2025

Click Rate

0.155%

EXCELLENT

Above average  
performance. The global  
average display ad  
performance is 0.06%,  
according to benchmarks  
at Google.

news | information

podcasts | people

culture | events

all digital | 24/7



# AlamosaCitizen.com

is the popular news site that covers the San Luis Valley.

**Our readership has grown exponentially** since we launched in 2021 because we deliver news and information people care about.

And we deliver it **DAILY, straight to readers' smartphones and email.**



# responsibility

Alamosa Citizen is a nationally recognized source of reliable, hyperlocal news.

Press  
Forward



Open Call on Closing  
Local Coverage Gaps

Award recipient



ONLINE NEWS  
ASSOCIATION

COLORADO  
MEDIA  
PROJECT



*more info*

**CONTACT:** [ads@alamosacitizen.com](mailto:ads@alamosacitizen.com)

✶ *Design and voiceover services available at an additional charge*

✶ *Discounted rates available for non-profits and new businesses*



# the leadership team

Chris Lopez and MaryAnne Talbott used their experience and expertise in daily journalism and production, and in marketing and promotions, to launch a local digital newspaper and media company that has become a digital community hub for the San Luis Valley.

In 2014, the couple established Zepol Media Partners LLC, a boutique content marketing and promotions company. Clients include the Paso del Norte Health Foundation, Tom Lea Institute, Boys & Girls Clubs of Chaffee County, and Adams State University. In 2008, the couple built and executed the communications and marketing strategy for the Denver 2008 Convention Host Committee, a non-profit organization that was responsible for private funding of the 2008 Democratic National Convention in Denver.



**MARYANNE TALBOTT** is a graphic designer and editor, with a 15-year history in daily newspaper journalism as a copy editor and editorial design director. More currently she has been applying her skills and talents on behalf of clients with Zepol Media Partners, LLC. She designs and launches websites, develops logos and branding identities, and builds print and digital collateral for a range of clients.



**CHRIS LOPEZ** came full circle in Alamosa. He was born and raised in the community, graduated from the local high school and college, and then in 1984 set off on a 30-year journey as a daily newspaper journalist. He worked successfully at the highest levels of leadership and management in three uniquely different major metropolitan regions – Denver-Metro in Colorado, San Francisco East Bay Area in California, and the El Paso Texas/Las Cruces NM/Ciudad Juárez, MX, border region. He served as editor-in-chief and vice president of news operations for two major daily newspaper chains. His business acumen was developed leading the largest suburban news operation in America, which also was one of the most complex operations with the production of four daily news editions and 12 weekly newspapers. Knight Ridder Newspapers, and its San Francisco East Bay property Contra Costa Newspapers with \$190 million in annual revenue, provided Chris with





the executive training and mentoring that allowed a kid from the south side of Alamosa to climb the highest peaks of corporate journalism. When publicly-held Knight Ridder sold for \$4.2 billion in July 2006, Chris was one of the executives who helped prepare the company for sale by leading a team that analyzed all operations for efficiencies, and established models that still are the basis for how news operations are organized and managed.

Chris Lopez also worked as associate vice president of communications and marketing at The University of Texas-El Paso and currently serves as executive director of public relations and marketing at Adams State University in Alamosa.

In November 2015 the couple moved from El Paso, Texas, to Alamosa. They have become active in the community where they saw a need for a strong, local digital media company.

# What we bring

- **Experience** and **expertise** in today's digital media world
- Creation and distribution of **high-impact, multi-media content** across platforms
- Focus on high-energy **audience engagement**
- A deep understanding of the challenges digital media presents as a **business model**
- Historical and current-day **knowledge of the market**
- A **network of support** among content creators



[alamosacitizen.com](http://alamosacitizen.com) | [zepolmedia.com](http://zepolmedia.com)

**ALAMOSA, COLORADO**