



MEDIA KIT | 2026

ALAMOSA CITIZEN



the numbers

monthly:

30,000+ users of the site

90,000 page views

800K Google search impressions

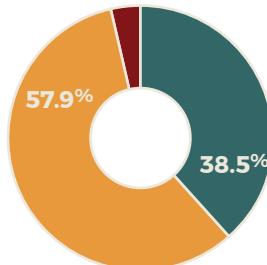
800 podcast downloads

social media:

7,300 Facebook

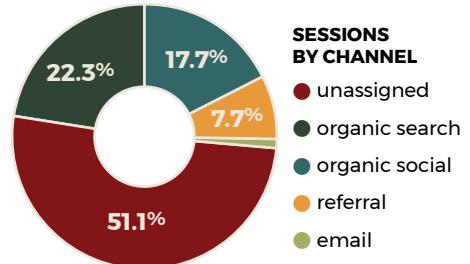
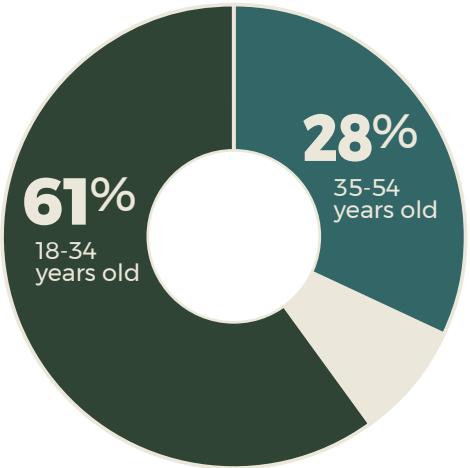
3,560 Instagram

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

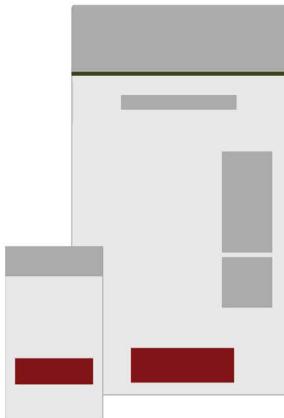
à la carte or add to run-of-site contract

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

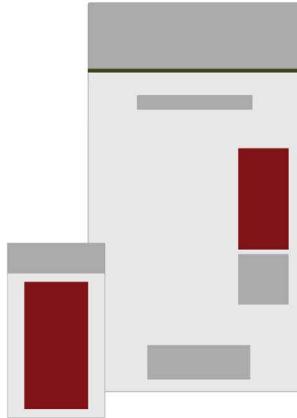


run-of-site ad sizes/placement

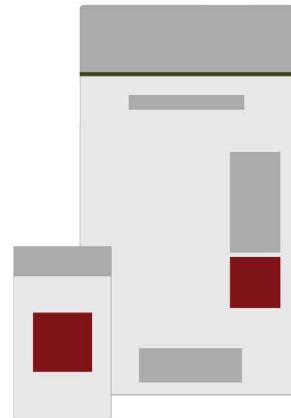
INFEED



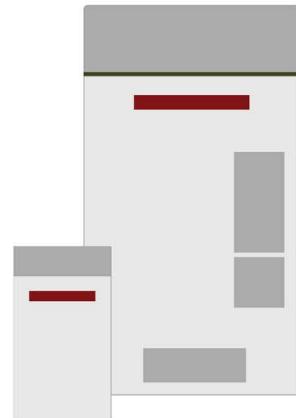
TALL



MEDIUM



LEADERBOARD



750 x 250

300 x 600

300 x 300

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 a news article about a winter race in Alamosa. The article includes quotes from Dalton Carleo and Sean Sluyter. Below the article, there is a sidebar for 'TUITION & FEES' featuring a large image of a person and the text 'The Adams Promise Scholarship'. A red arrow points from the 'SAMPLE:' text in the previous section to this sidebar. At the bottom of the page, there is a sidebar for 'Lacey Heersink' with contact information for 'RootsbyBlessed'.

ALAMOSA CITIZEN NEWS PODCASTS ABOUT JOBS THE VALLEY CALENDAR **BECOME A MEMBER** **SEARCH** **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, Carelo 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

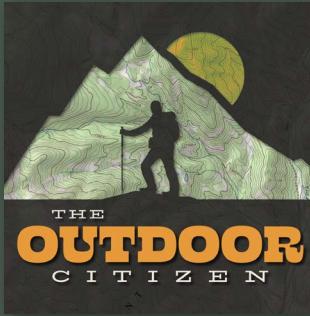
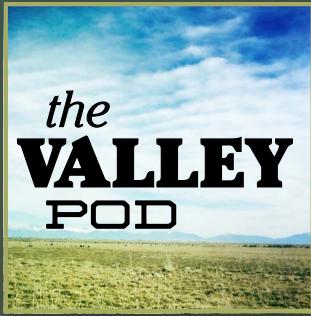
CopperSoul Social Events
Intention, Purpose, &
Unforgettable Memories

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

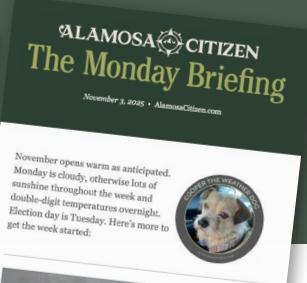
LATEST NEWS

 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 STATE UNIVERSITY
COLORADO
Great Stories Begin Here

Campaign Report
Prepared on
January 17, 2025
Performance from
12/17/2024 to 01/17/2025

Adams Promise (Banner 750x250)
#1088707

Click Rate
0.155%
EXCELLENT

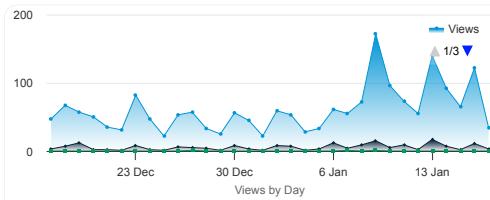
Above average performance. The global average display ad performance is 0.06%, according to benchmarks at Google.

Views
1,939

Hovers
181

Clicks
3

FREE TUITION & FEES
Adams State University
The Adams Promise Scholarship

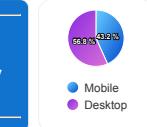

Views by Day


Clicks by Day

Most Viewed Day of the Week
Thursday

Most Viewed Time of the Day
09:00am

3x the Industry Average


Mobile (42.2%)
Desktop (56.8%)

1 // ALAMOSA CITIZEN

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





more info

CONTACT: 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.

meet the team ➔



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 | zepolmedia.com

ALAMOSA, COLORADO

