

THE ROANOKE RAMBLER

local • investigative • literary



Advertising Package April 2023

HI, WE'RE **THE ROANOKE RAMBLER**.

We're a **local, investigative** and **literary** newsletter and website reaching thousands of engaged readers each month.

Founded in 2021, we were one of 24 companies chosen nationwide that year to take part in the Google News Initiative startups bootcamp.



From local government to business, education, the environment and racial and social justice issues, we bring in-depth local journalism to our community.

Audience metrics

REACHING INFLUENCERS IN ROANOKE, VA

15,000

PAGE VIEWS LAST MONTH

4,000

AVG UNIQUE VISITORS EACH MONTH

AND WE'RE GROWING

In the last 90 days, we reached **11,000** unique visitors. **10,000** were **NEW** visitors.



2,500+

receive weekly email newsletter

70%+

open rate on the paid newsletter

*3x industry standard



53,000

individuals have visited
roanokerambler.com

Who's reading?

Community leaders in government, businesses and neighborhoods.
Attorneys, politicians, developers and young professionals.

Ad options



REACH WITHIN OUR WEEKLY NEWSLETTER

INSIDE NEWSLETTER AD

- Promote your business within our flagship newsletter
- Static graphic and text can link to your website
- Limit one per weekly newsletter
- Approximately 500x200px



SHARE YOUR MESSAGE TO OUR AUDIENCE

DEDICATED NEWSLETTER

- Reach our audience with your own story
- Email is sent from The Rambler
- Include photos and links in your promotion



PROMOTE ON OUR WEBSITE

SPONSORED POST

- Most prominent and affordable way to boost engagement
- Write your own story or work with us to produce exclusive content
- Web post is also included in our flagship newsletter



SUPPORT JOURNALISM, DRIVE TRAFFIC

MAJOR SPONSOR

- Sponsor new Rambler members at reduced cost
- Top play on our homepage
- Boost reader traffic and foster goodwill
- New users will use your business name as the code to get offer

PRICING

\$420/one
\$1,344/four (save 20%)
\$4,032/12 (save 25%)

PRICING

\$1,540/one
\$3,696/three (save 20%)

PRICING

\$2,280/one
\$5,814/three (save 15%)
\$10,944/six (save 20%)

PRICING

Inquire for price

Testimonials



I struggle to learn what's going on in my town. And yet every Wednesday morning, when Henri's Roanoke Rambler drops into my email box, I breathe a little sigh. One independent-minded journalist is still on the job."

— Mary B.



Henri Gendreau does it all--or nearly all and does it smashingly. The Rambler stories are well-written and in-depth with plenty of source references and gorgeous accompanying photographs. Credit the publication with scoops that The Roanoke Times quotes in their paper."

— Robert B.



We look forward to reading the Rambler every week, whether to take a deep dive into what's going on at City Hall and with Council, to explore issues relevant to the daily lives of our citizens, or to even learn about new places to go to dine or shop in the city."

— Dotsy C. and Lewis S.

From day,



to night,



the Roanoke Rambler provides the community with vibrant, local journalism.
Advertise with us today.



DEVELOPMENT

Virginia Tech Foundation Razes Historic Roanoke Lumber Shop For Development Along Carilion Innovation Corridor

The university and hospital system say they don't have specific plans for what may replace the recently demolished buildings.

 **Henri Gendreau**
Feb 7, 2023 · 7 min read



RACIAL JUSTICE

Site of Roanoke's Second Lynching Marker Changes After More History Uncovered

Recently uncovered history — in part brought to light by The Rambler — reveals William Lavender was more likely hanged near the Wasena Bridge.

 **Henri Gendreau**
Feb 7, 2023 · 6 min read



FOOD

At Stock, Roanoke's Upscale Nordic Restaurant, The Tables and Chairs Are For Sale, Too

It's Roanoke's first restaurant opened by a retail store and the first eatery with a menu dedicated to Northern European cuisine.

 **Layla Khoury-Hanold**
Feb 7, 2023 · 6 min read