



Sunny **MANSFIELD**

MEDIA KIT

Advertise with the paper Richland County actually shares.
Packages, prices, ad spots and requirements.

Founding sponsor rates · 2026

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Why Sunny Mansfield

Sunny Mansfield is a free online paper with only good news from Mansfield and Richland County, Ohio: neighbors helping neighbors, new shops, student and athlete wins, community events, Buy & Sell, and celebrations of life.

Why it works for local businesses

- **Safe next to your brand.** No crime, crashes or arguing. Your ad never sits beside bad news.
- **Made to be shared.** Every story has a Facebook share button and its own framed post image. People share good news about their kids, their church and their street, and your ad travels with it.
- **Local only.** Every reader is here for Richland County. No wasted national clicks.
- **Updated all day.** New stories arrive every 30 minutes, so people come back.
- **Honest labels.** Every ad says Advertisement or Sponsor. Readers trust that, and sponsors never decide what we cover.

Who reads

Families, grandparents, students, parents of athletes, church members, small business owners and anyone who loves the county. We share current reader and follower numbers with every sponsor before they buy.

MANSFIELD

ONTARIO

LEXINGTON

MADISON

SHELBY

BELLVILLE

BUTLER

LUCAS

PLYMOUTH

CRESTLINE

SHILOH

Packages and prices

Four tiers. Every package runs month to month, and you can move up or down any month.

Neighbor \$49 a month Shops, salons, food trucks and side businesses • A front page carousel card (A2) or a Buy & Sell card (A7) • Your name in the sponsor thank-you on every page • One shout-out on our Facebook page each month	MOST POPULAR Main Street \$129 a month Restaurants, gyms, dealers and service businesses • Everything in Neighbor • “Presented by” sponsor of one section (A3) • One sponsored post a month on Facebook and Instagram (S1) • A featured business page with photos and hours	Hometown Hero \$279 a month Banks, hospitals, insurance and bigger local brands • Everything in Main Street • Top banner on every page (A1), shared with up to two other sponsors • Story page banner (A4) • Two sponsored posts a month	Presenting Partner \$499 a month One business that wants to own the paper • Everything in Hometown Hero • The top banner all to yourself • “Five good things, presented by” on the weekly roundup post • Four sponsored posts a month • First choice of the Sports or Celebrations of Life sponsorship
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Specialty spots

SPOT	WHAT YOU GET	PRICE
Celebrations of Life partner	The quiet banner right above the Celebrations of Life carousel (A8). One funeral home at a time, so it stays respectful.	\$149 a month
Sports season sponsor	Top of the Sports page (A5) and “Brackets presented by” for one sports season.	\$399 a season
Events sponsor	A flyer-sized card in the Local events carousel (A6).	\$69 a month
Sponsored social post	One post on Facebook and Instagram, marked as a paid partnership. We can design it for you (S1).	\$49 a post
Boost a flyer or listing	Pin an event flyer, garage sale or Buy & Sell listing to the front of its carousel.	\$15 a week

Ways to save

- Pay for 3 months, save 10%. Pay for 12 months, save 20%.
- Nonprofits, churches and schools save 25%.
- Founding sponsors (the first 10) keep their price for a full year.
- Business spotlights and community posts are always free.

Every ad spot

Buy any spot on its own at these founding rates, or get it inside a package above.

SPOT	WHERE IT SHOWS	YOUR FILE	PRICE
A1	Top banner Every page, right under the menu	1456 x 180 px (shows at 728 x 90), plus 640 x 200 px for phones	\$150 to \$300 a month
A2	Front page carousel card Inside the story carousels on the front page	1200 x 800 px photo, a name and one short line	\$50 to \$100 a month
A3	Section sponsor “Presented by” on one section shelf, like Sports or Seniors	Logo, 600 x 200 px PNG with a see-through background	\$75 to \$150 a month
A4	Story page banner Under the story on every story page	1456 x 180 px, plus 640 x 200 px for phones	\$75 to \$150 a month
A5	Sports page sponsor Top of the Sports page, above athlete spotlights and brackets	1456 x 180 px, plus 640 x 200 px for phones	\$75 to \$150 a month
A6	Events sponsor A flyer-sized card in the Local events carousel	1080 x 1350 px (4:5), like a flyer	\$50 to \$100 a month
A7	Buy & Sell sponsor On the Buy & Sell page and its front page carousel	1200 x 800 px photo, a name and one short line	\$25 to \$50 a month
A8	Celebrations of Life sponsor Right above the Celebrations of Life photo carousel, on its own page and the front page	1456 x 180 px, plus 640 x 200 px for phones. Quiet and respectful: name, logo, phone	\$100 to \$200 a month
S1	Sponsored social post One post on our Facebook and Instagram, marked as a paid partnership	1080 x 1350 px image or we design it from your photos	\$25 to \$75 a post

Where your ad shows

Real screenshots of the site. The orange box is your spot.

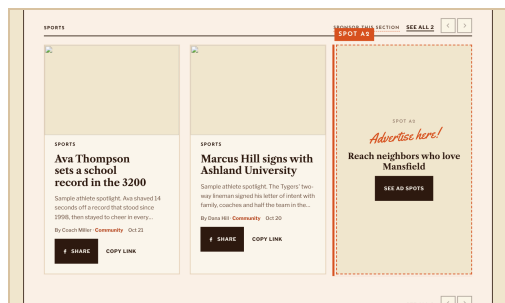


SPOT A1 Top banner

Every page, right under the menu.

1456 x 180 px (shows at 728 x 90), plus 640 x 200 px for phones

\$150 to \$300 a month

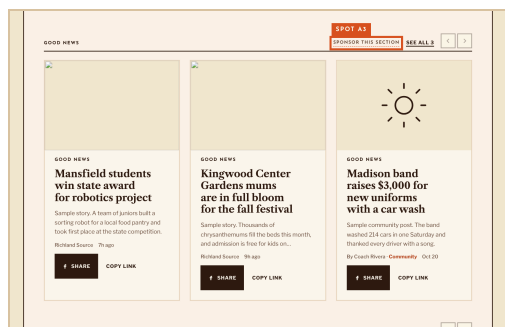


SPOT A2 Front page carousel card

Inside the story carousels on the front page.

1200 x 800 px photo, a name and one short line

\$50 to \$100 a month



SPOT A3 Section sponsor

“Presented by” on one section shelf, like Sports or Seniors.

Logo, 600 x 200 px PNG with a see-through background

\$75 to \$150 a month



SPOT A4 Story page banner

Under the story on every story page.

1456 x 180 px, plus 640 x 200 px for phones

\$75 to \$150 a month

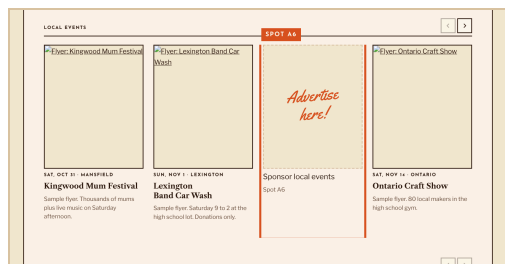


SPOT A5 Sports page sponsor

Top of the Sports page, above athlete spotlights and brackets.

1456 x 180 px, plus 640 x 200 px for phones

\$75 to \$150 a month



SPOT A6 Events sponsor

A flyer-sized card in the Local events carousel.

1080 x 1350 px (4:5), like a flyer

\$50 to \$100 a month



SPOT A7 Buy & Sell sponsor

On the Buy & Sell page and its front page carousel.

1200 x 800 px photo, a name and one short line

\$25 to \$50 a month



SPOT A8 Celebrations of Life sponsor

Right above the Celebrations of Life photo carousel, on its own page and the front page.

1456 x 180 px, plus 640 x 200 px for phones. Quiet and respectful: name, logo, phone

Made for: Funeral homes, memorial and monument companies, florists, grief support

\$100 to \$200 a month



SPOT S1 Sponsored social post

One post on our Facebook and Instagram, marked as a paid partnership.

1080 x 1350 px image or we design it from your photos

\$25 to \$75 a post

Ad requirements

1. **Labeled, always.** Every ad says Advertisement or Sponsor. Ads never look like stories, and sponsors never decide what we cover.
2. **Local and family friendly.** We welcome Richland County businesses, nonprofits, churches, schools and events. No alcohol, tobacco, vaping, cannabis, gambling, weapons, adult content, payday or title loans, or get-rich offers.
3. **True and fair.** No false claims, fake buttons, before-and-after health promises or prices you won't honor.
4. **Political and issue ads.** Accepted only with a clear "Paid for by" line, as Ohio law requires, and only for local races and issues. We may decline any political ad.
5. **Your files.** JPG or PNG, under 1 MB, at the sizes listed. Keep words big and few; most people read on a phone. Send a short description of the image for people who use screen readers.
6. **A working link.** Every ad links to your website, Facebook page, menu or event page. The page must load on a phone.
7. **Timing.** Send files three business days before your start date. Ads run by the month and stop on the last day you paid for.
8. **Payment.** Prepaid by the month, cancel any time before the next month. Founding sponsor prices are locked in for a year.
9. **Our call.** We can turn down or take down any ad that doesn't fit these rules. If we take one down, we refund the unused days.

File checklist

Banners (A1, A4, A5, A8)	1456 × 180 px for computers and 640 × 200 px for phones. JPG or PNG, under 1 MB each.
Cards (A2, A7)	1200 × 800 px photo, your business name, and one line of up to 80 characters.
Section logo (A3)	600 × 200 px PNG with a see-through background.
Events card (A6)	1080 × 1350 px, like a flyer.
Social post (S1)	1080 × 1350 px image and up to 300 characters of text, or send photos and we design it.
Every ad	The link it should open, the dates it should run, and a one-sentence description of the image.

No designer? We'll make a simple ad in Sunny Mansfield style from your logo and a photo, free with any package.

How to get started

1. Pick a package or spot. Not sure? Ask, and we'll suggest one that fits your budget.
2. Fill out the short form on the Advertise page of Sunny Mansfield, or reply to whoever sent you this kit.
3. We confirm your dates and send an invoice. Ads are prepaid by the month.
4. Send your files at least three business days before your start date.
5. Your ad goes live, and we send you a screenshot of it on the site.

Our promise

Sunny Mansfield stays positive and independent. Every ad is labeled, we never write a story because someone paid, and we take down any ad that breaks the rules above and refund the unused days.

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