



# Media Guide 2025

Rockton IL

10-05-2021 9:45pm

## JR Finally Studio and Gallery brings creativity and art to Main Street in Rockton

Jean Seegers Rockton-Roscoe News



Jill Rae Golden, artist and owner of JR Finally Gallery and Studio, 210 W. Main St. in Rockton welcomes visitors with a smile. Art classes for children and adults are available, plus a colorful display of craft and art line the store.

Roscoe IL

7-07-2022 2:41pm

## Pietro Girgenti (1950-2022) founded Pietro's Pizza

Michael McGinnis Editor



Event

Roscoe IL

## 2023 Roscoe Lions Fall Festival

Friday September 8 2023 5:00pm

Harold Bone



## Publishers Clearing House pays a surprise visit to Roscoe

Jean Seegers





# Rockton-Roscoe News

We founded *Rockton-Roscoe News* in April 2021 to be your go-to source for news, events, features, sports and other happenings in our towns. With more than 2,000 daily email subscribers, our articles are read almost 90,000 times a month.

*Rockton-Roscoe News* is perhaps the only locally owned news outlet remaining in Winnebago County. All news decisions are made by Roscoe, Rockton, and South Beloit people.

We also publish special newsprint editions. Our 2024 holiday issue with 2,000 copies, in color, was distributed at locations throughout Roscoe, Rockton, South Beloit, and beyond.

Starting at our home page at [roscoenews.com](https://roscoenews.com), you will find a variety of news and information to keep you informed. We are here to support Roscoe, South Beloit, and Rockton. We're not afraid to provide balanced coverage of all sides.

Want to promote your event? We have an [event calendar](#) for that! Our website's **Community Page** lets neighbors post comments, questions, news tips and other announcements.

Tired of the toxic comments on social media? Let us help you filter through the noise! [Register on our website](#) and receive daily email updates about breaking news and important information.

With your support we are building an information source for Roscoe, South Beloit, and Rockton that is engaging and informative — that speaks to us and about us.

Please join me in this effort! I'll see you around town!

**Michael McGinnis, Editor**  
[michael@roscoenews.com](mailto:michael@roscoenews.com)  
**815-408-0140**





# Rockton-Roscoe News

The *Rockton-Roscoe News* website is the go-to source for news, features, sports, events and other happenings in our hometown region.

Almost 5,000 articles, photo galleries, and events have been posted to the website since our launch in April 2021. We are ranked #1 by Google for Roscoe and Rockton news.

## **AUDIENCE INSIGHTS**

*(As of Feb 24, 2025)*

**Average monthly page views**

**89,428**

**Active readers each month**

**35,659**

**Email Subscribers**

**2,000**

**Daily Email Newsletter**

**Open Rate**

**55%**

**Clickthrough rate**

**13%**

**Facebook Followers:**

**7,200**

**Facebook Fan Locations**

**Roscoe: 27%**

**Rockton: 19%**

**Rockford: 11%**

**South Beloit: 8%**

**Machesney Park: 6%**

**Loves Park: 3%**

**Beloit: 3%**

**Median Household  
Income**

**\$103,988**

**Median Age**

**37.6**

## Grow Your Business with Rockton-Roscoe News

Here are 5 reasons why our dynamic, growing news website is the perfect place to market your products or services:

1. **Geographic relevance:** The only news source focusing solely on Roscoe, Rockton, and South Beloit. Ranked by Google as the #1 source for Roscoe and Rockton news.
2. **Engaged audience:** Organically-grown local audience of thousands that you can target with your message
3. **Affordable rates:** Digital ad prices that work for small and local business budgets without breaking the bank
4. **Multiple touchpoints:** Connect with customers online, via email, on social media, and in print editions.
5. **Local supports local:** We are a family-owned business in Roscoe, committed to supporting fellow local businesses.

*Let us help you reach new people and reach your sales and branding goals. Our loyal readers can become your loyal customers.*

### ADVERTISING PRICES

Digital Ads	Ad Size	Cost	
Web Leaderboard	1200 x 310 px	\$200 per month	
Email newsletter	300 x 250 px	\$100 per day	

<b>Newspaper Ads (300 dpi)</b>	<b>Ad Size (vertical)</b>	<b>Ad Size (horizontal)</b>	<b>Cost</b>
Half page	5" wide x 15" high (2 col wide) (1500 x 4500 px)	10" wide x 7.5" high (4 col wide) (3000 x 2250 px)	\$300
Quarter page	5" x 7.5" (2 col wide) (1500 x 2250 px)	10" x 3.75" (4 col wide) (3000 x 1125 px)	\$150
Quarter page	N/A	7.5" x 5" (3 col wide) (2250 x 1500 px)	\$150
Eighth page	2.5" x 7.5 " (1 col wide) (750 x 2250 px)	5" x 4" (2 col wide) (1500 x 1275 px)	\$100

**CONTACT**

**Michael McGinnis, Editor**

**editor@roscoenews.com**

**815-408-0140**