



Rockton-Roscoe News is your hometown source for daily news, stories, events, and community highlights—created by locals, for locals, with more than 2,500 daily newsletter subscribers and 350,000 readers each year. Since our launch in April 2021, we've published over 5,000 articles, photos, and event listings, earning the #1 Google ranking for Roscoe and Rockton news. As the only daily news outlet dedicated solely to Roscoe, Rockton, and South Beloit, we're proud to deliver award-winning, independent, locally owned journalism that keeps our Illinois communities connected and informed.

AUDIENCE INSIGHTS



Pageviews Each Year: 1.1 million



Unique Readers Each Month: 26,000



Daily Email Newsletter Subscribers: 2,800



Daily Email Newsletter Open Rate: 55%



Click Through Rate: 12%

Area Population: 42,000

FACEBOOK FANS

Roscoe: 21.5%

Rockton: 15.3%

Rockford: 13.3%

South Beloit: 7.9%

Machesney Park: 6.1%

GENDER:



Female
56%



Male
44%

READER ACCESS



Desktop
20%



Mobile
77%



Tablet
3%

DEMOGRAPHICS:

Median Income: \$71,000

College Grad: 63%

Median Age: 45

AD TYPE	AD SIZE DESKTOP	AD SIZE MOBILE	RATE
WEB LEADERBOARD	1200 x 310 px	300 x 250 px	\$200 per month
WEBSITE SPONSORED POST	N/A	N/A	\$500
E-NEWSLETTER LEADERBOARD	1200 x 310 px	300 x 250 px	\$100 per day
FACEBOOK SPONSORED POST	300 x 250 px	300 x 250 px	\$50 each

DIGITAL CREATIVE SPECIFICATIONS:

Ad Sizes: 1200 x 310, 300 x 250

Ad Formats: JPEG, PNG, or WEBP

Click-through URL: ads link to your designated landing page

Third party analytics

HAROLD BONE
Sales Director
sales@roscoenews.com
715-571-2006

MICHAEL MCGINNIS
Editor
editor@roscoenews.com
815-408-0140