

LeesburgLoCo.com Media Kit

Overview

Welcome to Loco.SparkFireLifestyle.com, the leading platform for vibrant lifestyle content in fashion, travel, wellness, and culture. Our engaged audience offers advertisers a prime opportunity to connect with trendsetters through high-impact ad placements optimized for desktop and mobile.

Audience

- Monthly Visitors: 50,000+ (projected)
- Demographics: 60% female, 40% male; ages 18–60; urban and suburban trendsetters
- Interests: Lifestyle, fashion, travel, wellness, entertainment
- Engagement: Average session duration of 3.5 minutes; 70% return visitors

Advertising Opportunities

We offer three industry-standard ad sizes designed for maximum brand visibility and engagement.

Ad Sizes

- Leaderboard (728x90 pixels)
 - High-visibility placement, perfect for top-of-page positions.
- Medium Rectangle (MPU) (300x250 pixels)
 - Versatile unit for sidebars or in-content placements.
- Large Rectangle (336x280 pixels)
 - High-impact in-content ad for strong engagement.

Pricing Model

Pricing is per ad unit per week, based on page placement. Rates reflect placement value, with the premium Homepage Leaderboard at \$250/week.

Placement	Description	Leaderboard (728x90)	Medium Rectangle (300x250)	Large Rectangle (336x280)
Homepage	Prime visibility on our main page	\$250/week	\$200/week	\$215/week
Category Pages	Targeted sections (e.g., Fashion, Travel)	\$200/week	\$165/week	\$180/week
Article Pages	High-engagement in-content placements	\$165/week	\$135/week	\$150/week
Sitewide Run-of-Site	Ads rotate across all pages	\$135/week	\$100/week	\$115/week

- Minimum Commitment: 1 week per campaign.
- Discounts: Available for commitments of 4+ weeks or multi-ad packages. Contact us for details.

- Ad Formats: Static (JPG/PNG), animated (GIF), or HTML5 (third-party tags accepted).
- Reporting: Weekly reports with impressions, clicks, and CTR provided.

Why Advertise With Us?

- Engaged Audience: Reach a loyal, trend-savvy readership.
- Premium Placements: Strategic positions for maximum impact.
- Custom Solutions: Sponsored content and custom campaigns available upon request.
- Cross-Platform Reach: Ads optimized for desktop, tablet, and mobile.

Contact Us

Ready to elevate your brand with Loco.SparkFireLifestyle.com? Contact our advertising team for more information.

Email: Info@locopubs.com

Website: LeesburgLoCo.com

We look forward to partnering with you!
