CAPITAL PRESS

IMPRESS BRANDED CONTENT

Editorial-style storytelling designed to build local presence, connect with a targeted audience and extend your brand beyond traditional advertising.

Why Capital Press

Capital Press connects advertisers with an agriculture-focused digital audience. Under the current Impress program, Capital Press is classified as a Large Market based on its recent website traffic.

90-Day Pageviews	Avg. Monthly Pageviews	Avg. Monthly Users
655,026	**218,342**	**166,551**

How the Program Works

1 PLAN	2 WRITE	3 PUBLISH	4 PROMOTE
Choose your topic, target locations and age demographic.	An experienced branded-content writer works with you to develop the article.	The article receives seven days of homepage placement, then remains in the Impress section.	A targeted Facebook post is directed to your selected audience for a 14-day window.

What Each Article Includes

PROFESSIONAL WRITING

Work with an experienced branded-content writer to create your story.

HOMEPAGE PLACEMENT

Seven days on the Capital Press homepage, followed by continued placement in the Impress section.

BACKLINKS & SEO

At least three backlinks to your website, social channels or other destinations.

SOCIAL MEDIA POST & BOOST

A targeted Facebook post directed to your audience for 14 days.

Article Options & Campaign Timing

- Short Form: 350-400 words. Long Form: 600+ words.
- A new insertion order is completed for each article.
- A professional writer requires a minimum of 15 business days to generate the article.
- Seven-day Impress campaigns commence on Mondays at 9:00 a.m.
- Campaign setup identifies the business URL, target location(s) and age demographic for the promotion.

BUILD A CONTENT CAMPAIGN AROUND YOUR BUSINESS

Use branded content to explain your expertise, products, services or customer story in a format designed for engagement and targeted digital promotion.

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CAPITAL PRESS BRANDED CONTENT

IMPRESS | EDITORIAL-STYLE STORYTELLING FOR YOUR BUSINESS

Tell your story. Build your local presence. Connect with the right audience.

Capital Press Impress Branded Content combines professional writing, prominent website placement, backlinks and targeted social promotion to help businesses share useful, engaging stories with readers.

What Is Included

PROFESSIONAL WRITING

Work with an experienced branded-content writer to develop your story.

HOMEPAGE PLACEMENT

Your article appears on the homepage for seven days, then moves to the Impress section.

BACKLINKS & SEO

Includes at least three backlinks to your website, social channels or other destinations.

SOCIAL MEDIA PROMOTION

Includes a targeted Facebook post and 14-day paid boost directed to your selected audience.

Capital Press Investment Options

Capital Press is a Large Market publication. Rates below are the current cost per article based on the number of articles purchased.

# of Articles	Short Form 350-400 words	Long Form 600+ words
1 Article	$900	$959
4 Articles	$810 each	$863 each
6 Articles	$765 each	$815 each
12 Articles	$720 each	$767 each

BUILD A BRANDED CONTENT CAMPAIGN

Choose the article length and frequency that best fits your marketing goals.

Campaign Details

- **Article development:** Allow a minimum of 15 business days for the professional writer to develop the article.
- **Campaign timing:** Seven-day Impress campaigns begin on Mondays at 9:00 a.m.
- **Audience targeting:** Target location(s) and age demographic are selected for the Facebook boost.
- **Flexible commitment:** Choose 1, 4, 6 or 12 articles. Multi-article commitments reduce the cost per article.

READY TO PUT YOUR STORY IN FRONT OF CAPITAL PRESS READERS?

Contact Pat McKenzie to discuss article ideas, timing and the right commitment for your campaign.

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