Weekly Newsletter

We publish, on average, five stories a day online, in between our monthly print publication.

We let our readers and others know about these online stories with our weekly newsletter called “The Ledger Lowdown.”

Currently, we have 1,000 highly engaged email subscribers, composed or our readers, advertisers and schools. Our open rate is 23%, well above the industry average of 17%. Further, our open rate for just our readers is significantly higher at 27%.

WEEKLY DELIVERY:
The Lowdown is sent every Friday at 2 p.m.

SIZE SPECIFICATIONS:
Banner: 600 x 50 pixels
Middle: 600 x 227 pixels
Footer: 600 x 227 pixels

ARTWORK:
JPGS only, 75K Max Size
Deadline: Thursdays by 5 p.m.