

# Reach engaged Silicon Valley millennials

Advertise your business on The Six Fifty Newsletter



## Why Advertise on The Six Fifty?

Our young, loyal and growing audience looks to us to recommend the best food, activities and cultural events on the Peninsula. We will help your business become a go-to choice for millennials and their families.

## How?

Directly reach out to opt-in email subscribers waiting to hear from us every Thursday through our popular weekly newsletter.



**73%**

OF MILLENNIALS USE  
EMAIL AS THEIR PREFERRED  
MEANS OF BUSINESS  
COMMUNICATION



**30%**

AVERAGE OPEN RATE  
(COMPARED TO  
18% AVERAGE)



**10%**

CLICK-THROUGH  
RATE

## Packages

- Advertisement — \$185
- Event listing sponsorship — \$55
- Newsletter sponsorship which includes the ad spot and a mention at the top and bottom of the newsletter — \$370

To learn more about The Six Fifty Newsletter contact  
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