

Yellow Cedar

ADVERTISING RATES

Yellow Cedar Media Group – Advertising Opportunities

About Yellow Cedar Media Group

Yellow Cedar Media Group, founded by Virgin Islanders Jed JohnHope and Peter Bailey, is committed to elevating and celebrating the unique voices and stories of the Virgin Islands. Peter and Jed bring a rich history of impactful work through successful ventures like NiteCap, MyMelee.com and Fresh Air, both of which have strengthened community ties, fostered cultural pride, and provided Virgin Islanders a platform to connect and engage meaningfully. Yellow Cedar Media Group continues this legacy with a focus on authentic, locally-rooted storytelling in every project.

Why Advertise with Us?

Yellow Cedar Media Group offers advertisers a unique opportunity to resonate with the Virgin Islands community through high-quality, culturally relevant content. Developing a diverse advertising base is vital to sustaining our journalistic independence, enabling us to bring fair and balanced perspectives to our audience. By partnering with Yellow Cedar, your brand will reach a community that values authenticity and meaningful connections.

Advertising Options

01 DIGITAL MEDIA

Display Ads

Showcase your brand with visually engaging ads across our website and partner platforms.

Rates: Starting at \$750 per month.

Sponsored Content

Share your message through custom articles that align with Yellow Cedar's editorial voice and local interests.

Rates: \$2,000 per article.

02 VIDEO SERIES SPONSORSHIPS – UPFRONT

Partner with Upfront, our flagship video series, which highlights influential Virgin Islands leaders and community stories.

Sponsored Segments in Upfront

Gain visibility with sponsored segments within each episode.

Rates: \$2,500 per segment.

Full Episode Sponsorship

Feature your brand in a full episode, connecting directly with local influencers and community narratives.

Rates: \$7,000 per episode.

03 PODCAST SPONSORSHIPS

Sponsor our Virgin Islands-focused podcast, bringing critical conversations on culture, politics, and quality of life directly to engaged listeners.

Episode Mentions

Acknowledgment of your brand at the start and end of each episode.

Rates: \$750 per episode.

Mid-roll Sponsorship

A mid-episode message highlighting your brand's offerings, tailored to our audience's interests.

Rates: \$1,500 per episode.

Series Sponsorship

Become the official sponsor for an entire series, giving your brand high visibility across multiple episodes.

Rates: \$5,000 per series.

04 SOCIAL MEDIA ADVERTISING

Sponsored Posts

Engage our audience on Facebook, Instagram, and Twitter.

Rates: Starting at \$300 per post.

Collaborative Campaigns

Partner with our creative team to develop custom campaigns aligned with your brand's goals.

Rates: \$1,000 and up.

05

Custom Campaigns Create a tailored advertising package combining digital media, video, and social media to achieve your goals.

Ready to Get Started?

Contact Yellow Cedar today to place your ad and become part of a platform that champions Virgin Islands excellence.

Email: advertise@yellowcedarmedia.com

Let's work together to tell your story, inspire the Virgin Islands, and grow our community, one ad at a time.