

THE NATIONAL HUB FOR JUNETEENTH CELEBRATIONS

Reach America's Juneteenth audience.

Each year, millions of Americans look for a way to mark Juneteenth in their city. JuneteenthEvents.us is where they land — a comprehensive directory of parades, festivals, concerts, and community events across the country. Advertising with us puts your brand or event directly in front of people who have already decided to celebrate. They are picking how, where, and with whom.

Audience snapshot

30-DAY BASELINE (APR 2 – MAY 1)

2,688 users6,697 views · 258 pages with traffic
· **+81% MoM**

LAST 7 DAYS (APR 25 – MAY 1)

845 users2,169 views · **+34% WoW** · run-rate
≈ 9.3K views/mo

COVERAGE

700+ events · 250+ citiesMobile-first · organic-search-led ·
100% web

Top markets by audience (last 30 days)

Los Angeles · Dallas · Chicago · Galveston · Detroit ·
Cleveland · Washington DC · Minneapolis

Accelerating week-over-week

Houston +283% · **New York +141%** · **Birmingham +95%** ·
Los Angeles +87%

Peak window: April is the off-peak baseline. Site traffic typically climbs 5x–10x through May into mid-June. Featured-tier inventory is capped at **6 slots per city** — earlier bookings lock the best placements.

Why brands and event organizers advertise here

Self-selected audience. Every visitor is searching for Juneteenth events — no general-audience waste.

National + local in one buy. 250+ cities means a brand can reach a national audience while a single local festival can target exactly its city.

Independent and credible. Not a corporate aggregator — a community resource trusted by visitors and event producers.

Multi-channel reach. Web placements, social, and email mentions bundled in featured tiers.

Performance reporting built in. Every campaign returns click-through, impressions, and (where available) conversion data.

Featured packages

<p>7-Day Sprint</p> <p>\$75</p> <ul style="list-style-type: none">Featured badge on eventHomepage placementCity page prioritySocial media post <p><i>Clubs, parties, single-night events.</i></p>	<p>★ MOST POPULAR</p> <p>30-Day Featured</p> <p>\$150</p> <ul style="list-style-type: none">Top homepage placement3x visibility boostNewsletter mentionRegular social posts <p><i>Festivals, concerts, multi-day events. Renew \$100/30d.</i></p>	<p>Multi-City Tour</p> <p>\$500</p> <ul style="list-style-type: none">5 cities x 30 days eachHomepage placement in each2 newsletter mentionsAnalytics + priority support <p><i>Touring shows, national campaigns. Save \$250.</i></p>
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Custom & extended packages

Package	Price	Includes
3-Day Blast	\$50	Featured badge, homepage placement, instant activation, urgent social push. For last-minute ticket sales.
60-Day Premium	\$250	All 30-Day features plus extended flight, additional newsletter mention, weekly social posts, performance reports. For major festivals.
Visibility Booster	\$250	30-Day Featured + city banner ad + newsletter mention + social shoutout. Save \$50.
Season Domination	\$1,200	Featured all season (90 days), homepage ad spots, 4 newsletter mentions, exclusive social campaign, custom landing page, dedicated account manager. Save \$600.
Brand Spotlight Week	\$1,500	One-week takeover: city homepage takeover + dedicated newsletter + featured social campaign. Custom creative.
Annual Brand Sponsor	\$5K–\$15K	12-month logo placement across all city pages, named “Powered by” module, first right of refusal on Juneteenth Week 2027. Inquire.

Featured-tier inventory is capped at 6 slots per city. Brand-tier and annual sponsorships are negotiated. Bundles cannot be combined with other promotions.

Banner ad placements

Placement	Size	Rate	Best for
Homepage Top Banner	728 x 90	\$300/mo	Maximum reach, brand awareness
Homepage Sidebar	300 x 600	\$250/mo	High dwell time, visual brands
Homepage Bottom Banner	728 x 90	\$200/mo	Direct response, ticketing

Placement	Size	Rate	Best for
City Page Top Banner	728 x 90	\$200/mo	Local targeting, geo-relevant
City Page In-Feed	300 x 250	\$150/mo	Native feel, strong CTR
Event Page Sidebar	300 x 600	\$200/mo	3+ min dwell, high intent
Event Page Below Description	728 x 90	\$150/mo	Contextual, decision moment

Creative requirements

Static images: PNG or JPG, 72 dpi, RGB, < 200 KB.

Animated: GIF only (no Flash). Loop max 15 seconds.

Submit final creative ≥ 5 business days before flight start.

Who advertises with us

Festival, parade, and concert producers

Ticketing platforms with Juneteenth-week inventory

Black-owned national brands (beauty, food, beverage, fashion)

National brands with multicultural marketing programs

Tourism boards and CVBs in heritage-tourism markets

Museums, cultural institutions, and HBCUs

Local restaurants, venues, and community businesses

How to book

Pick a package. Most advertisers start with 30-Day Featured (\$150). Brand sponsors typically begin with Brand Spotlight Week (\$1,500).

Send creative + booking details. Submit at juneteenthevents.us/contact with package, target city/cities, flight dates, and creative. We confirm and invoice within one business day.

Go live. Featured-tier campaigns launch within 24 hours of payment. Brand-tier campaigns launch within 5 business days.