

Advertising Opportunities

Advertising Options	Description	Rate
Homepage Takeover	Full side of site homepage banner with customizable ad and link.	\$450 / month
Primary Homepage Featured Listing	Box ad first position placement with customizable ad and link.	\$350 / month
Secondary Homepage Featured Listing	Box ad second position placement with customizable ad and link.	\$300 / month
Primary Category Featured Listing	Box ad first position placement with customizable ad and link.	\$175 / month
Secondary Category Featured Listing	Box ad second position placement with customizable ad and link.	\$150 / month
Category Banner Listing	Top-of-page placement with customizable ad and link.	\$100 / month
Preferred Partner Listing	Business name, link, and short description (250 characters or less) pinned to the top of the category page.	\$150 / month
Standard Business Listing	Business name, link, and short description (250 characters or less)	Free
Sponsored Article	Custom article or spotlight feature on your business.	\$250 / feature

We offer **discounted advertising packages** for businesses that choose multiple placements or long-term campaigns. Non-profit organizations (501c3) also receive special reduced rates as part of our commitment to supporting community impact. If you'd like to learn more about bundled savings or nonprofit pricing, feel free to reach out — we're happy to help you find the option that fits your goals and budget.

Claim Your Listing

Every Bakersfield business deserves to be seen. Claiming your listing on our website is **completely free** and easy to do. You can update your business details, add your website link, and ensure local customers find accurate, up-to-date information about you. Reach out to us at contact@itsbakersfield.com to get your listing updated today.



Ad Creative

Your advertisement is important to the success of your campaign. Advertising with us means you have flexibility in what you advertise. You can submit your own artwork or we can work with you to create your ad at no additional cost.

Ad Sizing and Specifications

- Featured Listings (Box Ads) should be designed at 300px x 250px
- Banner Listings (Banner Ads) should be designed at 728px x 90px
- Artwork should be submitted as a jpg or png under 1,000kb

Why Advertise With Us

Reaching people in Bakersfield shouldn't feel complicated — and that's exactly why our platform exists. Local residents come to our directory with purpose: they're looking for businesses, services, and places to spend their time and money. Advertising with us puts your brand directly in front of an engaged, Bakersfield-based audience that's actively searching for what you offer.

Our listings and featured placements are designed to give your business meaningful visibility, whether you're trying to build awareness, drive traffic, or stand out from competitors. Your ad isn't just seen — it's seen by the right people at the right moment.

We focus on clarity, consistency, and a clean user experience so your business looks professional and trustworthy from the very first click. When you advertise with us, you're not just buying space — you're connecting with the Bakersfield community in a way that feels direct, local, and effective.