**NEW DESIGN = BETTER USER EXPERIENCE & INCREASED AD IMPACT**

**WHAT IS IT?**
It’s the latest move in our digital evolution to meet the needs of readers and advertisers. Still the main source of digital news in the area and a key part of our community - we’ve totally rebuilt the site with a fresh new design! But more than just a redesign, the website has been totally rebuilt to improve navigation, increase consumption of content by users and deliver great value to advertisers.

**WHAT’S NEW?**
Integrated advertising opportunities throughout the site

- A less cluttered environment for a better user experience
- Increased visibility for your messages
- Easier navigation to encourage more time on site

Your message is seen by users on any device so you’ll reach them wherever they are.

**WHY DO YOU NEED IT?**
Our site delivers high-value, trusted content that engages our growing community of loyal readers. Your message appears in the ideal environment and is seen by consumers in your backyard.

**HIGHER IMPACT AD UNITS**
+ FRESH, CLEAN ENVIRONMENT
+ CROSS PLATFORM PRESENCE
= POWER FOR YOUR BUSINESS!

**ADS LOAD AS USERS SCROLL THROUGH THE PAGE**
#IMPRESSIONS = #VIEWS!

“DIGITAL AD INVENTORY MAY BE INFINITE, BUT GOOD DIGITAL AD INVENTORY IS NOT.”
—BORIS MOUZYKANTSII, “GODFATHER OF AD TECH”

**GET STARTED TODAY!**
Contact your representative for current rates and additional details.
WHAT IS IT?
A standard unit, the medium rectangle is visible wherever visitors scroll on the page. You can’t miss them – especially because our site doesn’t have clutter and ad noise to distract readers from your advertising.

WHY DO YOU NEED IT?
Readers will be interested in your message integrated within content and at the end of articles. Inventory of this unit tends to be more abundant - giving your message high-visibility throughout the pages of our site.

HOW DO WE DO IT?
We will take your important details and call-to-action message and create this dynamic ad for you. The ad should link to a page directly related to the ad copy for best results. If you don’t have that available on your site, let’s talk about web design.

APPEARS ON:
Home page and throughout our website.
Desktop: 300 x 250
Mobile: 300 x 250
See specs page for details

GET STARTED TODAY!
Contact your representative for current rates and additional details.
WHAT IS IT?
Super leaderboards are standard units that make a repeat performance. They are surrounded by engaging story content on the homepage and sit atop article story pages. You can’t miss them – especially because our site doesn’t have clutter and ad noise to distract readers from your advertising.

WHY DO YOU NEED IT?
Leaderboard ads are top performing ad units available on all pages of our site. Your message is integrated within content and appears atop articles. This unit is abundant throughout the site, offering your message high-visibility.

HOW DO WE DO IT?
We will take your important details and call-to-action message and create this dynamic ad for you. The ad should link to a page directly related to the ad copy for best results. If you don’t have that available on your site, let’s talk about web design.

APPEARS ON:
Home page and throughout our website.
Desktop: 970 x 90
Mobile: 320 x 50
See specs page for details

GET STARTED TODAY!
Contact your representative for current rates and additional details.
EXPANDABLE DISPLAY ADS

GO FROM ORDINARY TO EXTRAORDINARY!

WHAT IS IT?
Our two most common ad units on steroids! Available on any page of our site, your creative will be front-and-center every time it appears. And Expands!

WHY DO YOU NEED IT?
It’s a high-impact and affordable ad option to leap off the page and showcase your message to readers in a way that doesn’t interfere with their content consumption. Readers control the option to expand the ad to reveal more so it’s your chance to entice them to engage with your brand.

HOW DO WE DO IT?
You tell us what you want our readers – and your potential customers – to know, and we’ll do the rest. We’ll entice them with bold copy and images that encourage them to find out more. And ultimately click to your site. A strong call-to-action followed by a message that delivers a reason to click.

APPEARS ON:
Desktop: 300 x 250 or 728 x 90
Expanded Desktop: 600 x 250 or 728 x 250
See specs page for details

FOR MAXIMUM EXPOSURE BUNDLE THESE UNITS FOR A MORE IMPACTFUL CAMPAIGN!

GET STARTED TODAY!
Contact your representative for current rates and additional details.
STATIC BILLBOARD PACKAGE

PACK A POWERFUL VISUAL PUNCH

WHAT IS IT?
Always on the page when it loads, the static billboard package includes a large, high-impact unit in a premium position (desktop) and on mobile devices, a medium rectangle positioned to flow within the site content as users scroll down the page.

WHY DO YOU NEED IT?
The billboard is highly visible and provides a large canvas to show off your products and services.

HOW DO WE DO IT?
We’ll collect important details to create this impactful ad for you.
- Short, direct message or headline
- Single, dominant attention-getting image
- A clear, concise call-to-action
- Advertiser name or logo

USE A STATIC BILLBOARD FOR:
- Limited-time offers
- Promote a new product or service
- Announce a special event
- Increase brand awareness

APPEARS ON:
Home Page and Inside Section Fronts
Desktop: 970 x 250
Mobile: 300 x 250
See specs page for details

GET STARTED TODAY!
Contact your representative for current rates and additional details.
RICH MEDIA SLIDING BILLBOARD PACKAGE

DOMINATE. THE. PAGE.

WHAT IS IT?
A highly visible and engaging, yet polite, expanding ad that pushes content down yet allows consumers to expand or contract the ad at their discretion.

WHY DO YOU NEED IT?
It’s prime real estate at the top of the home page. The sliding billboard is highly visible and provides a large canvas to show off your products and services.

HOW DO WE DO IT?
We will take your important details and call-to-action message and create this dynamic ad for you. The ad should link to a page directly related to the ad copy for best results. If you don’t have that available on your site, let’s talk about web design.

USE THE SLIDING BILLBOARD PACKAGE FOR:
• Urgent call-to-action sales promotions
• Promote a new product or service
• Announce a grand opening
• Increase brand awareness
• Extended reach when you pair with Print and Deliver!

OPTIONAL ADD-ON FULL PAGE WALLPAPER
Really DOMINATE the page with a custom wallpaper from side-to-side and top-to-bottom.

APPEARS ON:
Home Page and News Section Fronts
Desktop: 970 x 30 pencil expands to 970 x 250
Wallpaper: 2600 x 1000 (Desktop Only)
Mobile: 320 x 50
See specs page for details

GET STARTED TODAY!
Contact your representative for current rates and additional details.
WHAT IS IT?
An interstitial is a full-screen ad that blocks out the page’s other content. It freezes on the screen for 10 seconds, then disappears (or can be closed manually by the user).

WHY DO YOU NEED IT?
Interstitial ads overcome one of digital advertising’s biggest hurdles – limited real estate – by consuming the entire screen. Unlike banner ads, interstitials encourage users to interact by clicking out or clicking through the ad. Interstitials grab users’ attention and deliver high conversion rates.

HOW DO WE DO IT?
We will take your important details and call-to-action message and create this dynamic ad for you. The ad should link to a page directly related to the ad copy for best results. If you don’t have that available on your site, let’s talk about web design.

APPEARS ON:
Article Pages
Desktop: 970 x 600
Mobile: 300 x 500
Unit appears once per 24 Hours for viewers, then Auto-Close after 10 seconds.
User-Initiated clicks/taps are allowed to cancel auto-close and extend animations.
See specs page for details

GET STARTED TODAY!
Contact your representative for current rates and additional details.
HOME PAGE AND SECTION FRONT TAKEOVER

COMMAND THE AUDIENCE

WHAT IS IT?

A page takeover is impossible to miss! Your message takes up all of the available advertising inventory - even the background of our site - to make your brand really POP!

The page takeover can include a combination of the following ad units. Consult with your representative to develop a Home Page takeover plan that’s right for you.

• Sliding billboard with wallpaper companion
• Medium rectangle
• Super leaderboard

Wallpaper Companion* complements your brand message by taking over the background and borders surrounding the page content.

WHY DO YOU NEED IT?

• High impact, repeated exposure to a company’s message improves brand recall to increase the likelihood that our users - your potential customers - will consider your business when ready to make a purchase.
• The high frequency of your ads on the page allows you to maximize the branding benefits that come with being associated with our trusted content.

*Wallpaper companion is not available on its own

GET STARTED TODAY!
Contact your representative for current rates and additional details.
THE EDGE UNIT

YOUR MESSAGE – EDGE TO EDGE ON OUR HOME PAGE

WHAT IS IT?

A premium showpiece, this ad cannot be ignored. Our page content is pushed down as your ad expands on the page and consumers can re-open the unit from the pencil leave-behind. Includes high-impact wallpaper companion and mobile companion!

Companion Wallpaper* surrounds users with your brand message by taking over the background and borders surrounding the page content.

AVAILABLE WITH THIS UNIT:

Video, Social Media Feeds, and Slide Shows can be included upon request. Additional features available with prior approval and testing. Consult with your representative for details.

APPEARS ON:

Home Page Only
Desktop Expanded unit: 1170 x 1000
Pencil leave-behind: 1170 x 30
Mobile companion: 320 x 50
See specs page for details

*Wallpaper companion is not available on its own

GET STARTED TODAY!

Contact your representative for current rates and additional details.
MOBILE APP SPLASH
OWN THE PHONE (AND TABLET)

WHAT IS IT?
Readers love to access our App throughout the day on their mobile devices. And when they do, they’ll be greeted by your message as our App loads in the background. This can’t-miss ad unit will grab their attention but won’t reduce their enjoyment as it disappears when the news is ready to read!

WHY DO YOU NEED IT?
A recent study found that 89% of US adults read news on mobile devices*. Breaking news. Local news. Sports. Weather. They want it all on their schedule. The Mobile Splash unit is the ideal way to reach our mobile readers and deliver your message when they are most engaged with our content. Right when they open our App!

HOW WE DO IT?
Your ad takes over the screen on both phones and tablets when the App is opened. While the content loads in the background, your message will be all they see. And if they come back again at least 30 minutes later, your ad will once again appear on their home screen. It’s a full takeover that keeps readers engaged until the App loads.

APPEARS ON:
The App load screen on phones and tablets
Phone: 320 x 380
Tablets: 520 x 540
See specs page for details

*Source: Knight Foundation, 2016

GET STARTED TODAY!
Contact your representative for current rates and additional details.
WEATHER WIDGET MONTHLY SPONSORSHIP  
BE THERE AS READERS PLAN THEIR DAY

WHAT IS IT?
As they say, “Good Things Come in Small Packages.” That’s certainly true about this exclusive, month-long sponsorship of the Weather Widget on every page of our Website. Including the Home Page!

WHY DO YOU NEED IT?
Whether our readers are just looking for a quick peak at the temp, or want the full forecast for the week, your brand and logo will accompany them in rain and shine! Your logo appears in the corner on every page and you’ll own the Weather Forecast page with ad units at the top and bottom.

HOW WE DO IT?
We’ll place your logo in the upper-right corner of every page. If readers click the weather to find out more, you’re ads will be there too! And if they click on your logo, we’ll take them right to your site!

APPEARS ON:
Logo in the header on every page
Desktop and Mobile: 88 x 31 Logo
Weather Page Ads:
- Desktop: 970 x 90 (or 728 x 90)
- Mobile: 320 x 50
See specs page for details

“DON’T KNOCK THE WEATHER. IF IT DIDN’T CHANGE ONCE IN A WHILE, NINE OUT OF TEN PEOPLE COULDN’T START A CONVERSATION.”

GET STARTED TODAY!
Contact your representative for current rates and additional details.
EMAIL NEWSLETTER SPONSORSHIP

YOUR MESSAGE DELIVERED RIGHT TO THEIR MAILBOX

► WHAT IS IT?
Your message – in a high-impact 300 x 250 ad unit – will be included in an email newsletter sent ONLY to opt-in subscribers. Our most loyal readers who want to hear from us and our marketing partners.

► WHY DO YOU NEED IT?
77% of consumers say email is the #1 way they want to receive marketing messages. And for adults 35+, the number is over 80%*. But finding the right audience and surrounding your message with content readers want to receive is the challenge. That’s a challenge we solve for you.

► HOW WE DO IT?
We’ll feature your 300 x 250 ad prominently on our daily newsletter. Appearing either right below the 3rd headline or above the 8th. And our newsletters are designed to encourage readers to scroll all the way thru. What’s more, since you only pay for the newsletters that are opened, there’s no waste!

► APPEARS ON:
After the 3rd and 8th Headline in Newsletter 300 x 250 (can include up to 3 frames in GIF)
See specs page for details

*Source: ExactTarget Channel Preference Survey

GET STARTED TODAY!
Contact your representative for current rates and additional details.