

★ONLINE

Sections	CPM	Minimum Impressions	Size	Gif/Jpeg/Flash
3 rd Column Ad - Run of site	\$15	2,000	300 x 600	30kb
Tiffany spot	\$650 mo.	Ad on all pages	200x50	30kb
3 rd column ad Channel Ad *	\$250 mo.	50% share of voice	300 x 600	30kb
Enhanced Marketplace *	\$79 mo.	*Your ad is tagged to relevant news stories on site.		
Video Marketplace *	\$149 mo.	*Your ad is tagged to relevant news stories on site.		
Tile ad	\$100 mo.	Home Page	300x100	30kb
Cars HQ	\$20	15,000	300x250	30kb
Homes HQ	\$20	2,000	300x250	30kb
Ag Week	\$25	30,000	300x250	30kb
Northland Outdoors	\$25	30,000	300x250	30kb
Jobs HQ	\$20	15,000	728 x 90 pixels	30kb

Successful ads have:

- Reach
- Frequency
- Immediacy
- Offer

Without all three they will fail!



THE DICKINSON PRESS
Something for everyone, everyday



3rd col. ad

THE DICKINSON PRESS



Your Best Local Online Buy

When results matter, trust The Dickinson Press. Online newspaper visitors are more affluent, go online frequently and consider their newspapers' web sites the dominant online choice for local news and information.

3rd Column Ads have IMPACT

The 300x600 pixel ad spot offers you more visual impact for your message. It's an excellent tool for branding, sales or special events promotion: The increased size makes this a perfect place to promote special sales, or events such as fairs or open houses. It can also be used to display an individual real estate listing.

Enhanced Marketplace Listing - \$79 mo.

Local Search puts your business at the fingertips of our viewers. Your Enhanced Marketplace Listing can be a landing page or Company website. Ads are delivered in context with relevant stories on our site. Includes a customized landing page that can be used to promote your sales campaign or promotional event. Includes one Marketplace Offer, essentially an online coupon. Offers can be sent by our viewers via e-mail or text message for increased portability.

Video Marketplace - \$149 mo.

Video brings together the best elements of TV and Internet advertising. Speak to all of the senses with motion, sound and color to create the selling emotions needed to increase sales.

Videos are positioned on the homepages of all our news sites, as well as in-content of articles tagged in relation to your video. Your video will be displayed in combination with your Marketplace Offer.

Online users are Young, Affluent, Educated, Employed & Growing.



Over 550,000 page views per month
Over 130,000 visits per month
Over 30,000 visits from Dickinson per month
Contact us: ropadvertising@thedickinsonpress.com