

THE DICKINSON PRESS



Your Best Local Online Buy

Bundle your print ads with online to reach an even bigger audience.

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 ad: 300x600 pixels – as low as \$15 CPM

This spot offers you more visual impact for your message. It's an excellent tool for branding, sales or special events promotion. It can also be used to display an individual real estate listing.

Leaderboard: 728 pixels X 90 pixels as low as \$15 CPM

Use this ad to build your brand and draw traffic to your web site. Keep your message simple and be sure to include strong tag line.

Sliding Billboard: as low as \$20 CPM

900px X 30 pixels (closed)

900px X 300px (expanded) sliding billboard expanded

This exclusive spot is excellent for short term, high exposure messages. The sliding billboard is a high-impact rich media ad. This type of ad can create a big splash for an advertiser.

Enhanced Marketplace Listing: as low as \$79 per month

Local Search puts your business at the fingertips of our viewers. 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 Marketplace Offers, essentially an online coupon. Offers can be sent by our viewers via e-mail or text message for increased portability.

Video Marketplace - as low as \$149 per month

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.

In-Box E-mail Marketing – Ask your advertising consultant for current rates

Create a sense of urgency with your marketing and drive traffic to your online destination. For many people, their e-mail "inbox" has become their new "to-do" list. This is not "spam", but rather messages to registered users who have asked to receive special offers.

Permission-based inexpensive email marketing service that lets you reach registered users.

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

Successful ads have: Reach, Frequency, Immediacy & Offer. Without all four your ad will fail!

