

# SOURCE ADVERTISING & SPONSORSHIP OVERVIEW

LOCAL MEDIA

## TITLE SPONSORSHIP

\$10,000/mo

GUARANTEED  
MAX CPM

\$ 6

- Exclusive Top-Of-Page Leaderboard (970x90) - 100% Share of Voice (Min 1.5 Mil Imp/Mo)
- ROS Advertising - All Sizes (Min 175,000 Imp/Mo)
- Weekly Articles About You / Popular Features Sponsored By You
  - Posted to Our Social Media
  - Showcased in Our Email Newsletter to Subscribers
- Advanced Metrics Tracking (Google Analytics / Shopify)

## SECTION SPONSORSHIP

Priced  
Per  
Section

GUARANTEED  
MAX CPM

\$ 8

- Exclusive Section Leaderboard (728x90) - 100% Share of Voice (Min 200,000 Imp/Mo)
- ROS Advertising - All Sizes (Min 100,000 Imp/Mo)
- 2x/Mo Articles About You / Popular Features Sponsored By You
  - Posted to Our Social Media
  - Showcased in Our Email Newsletter to Subscribers
- Advanced Metrics Tracking (Google Analytics / Shopify)

<b>News</b>	\$ 4,000/mo	<b>Jobs</b>	\$ 1,200/mo
<b>Weather</b>	\$ 3,000/mo	<b>Opinion</b>	\$ 3,000/mo
<b>Traffic</b>	\$ 1,800/mo	<b>Events</b>	\$ 1,800/mo
<b>Sports</b>	\$ 1,800/mo	<b>Kids &amp; Family</b>	\$ 1,800/mo
<b>Real Estate</b>	\$ 5,000/mo	<b>Food &amp; Drink</b>	\$ 2,400/mo
<b>Obituaries</b>	\$ 1,800/mo	<b>Health &amp; Fitness</b>	\$ 2,400/mo

- Pricing Includes All 9 Primary Counties – Partial Coverage May Be Available

## LOCAL EXPERT

\$1,800/mo

GUARANTEED  
MAX CPM

\$ 12

- ROS Advertising - All Sizes (Min 150,000 Imp/Mo)
- 2x/Mo or Weekly Articles About You
  - Posted to Our Social Media
  - Showcased in Our Email Newsletter to Subscribers
- Monthly "Local Expert" Interview on Facebook Live
- "Ask the Expert" Audience Engagement Tool
- Advanced Metrics Tracking (Google Analytics / Shopify)

- Pricing Includes All 9 Primary Counties—Partial Coverage May Be Available

**We Are Always Happy  
to Customize Our Services  
Based on the Unique  
Needs of Every Business**



# SOURCE SUPPLEMENTAL AUDIENCE TARGETING

LOCAL MEDIA

## SUPPLEMENT REACH WITH HIGH-VALUE TARGETING

### Digital Display Advertising

- Search Re-Targeting \$ 12 Max CPM
- Persona / In-Market \$ 14 Max CPM
- Location / Geo-Fencing \$ 12 Max CPM

### Outbound E-Mail

- B2C or B2B \$ 20 Max CPM

### Search Engine Marketing

- Google and Bing \$ CUSTOM QUOTE

- Pricing Shows Max CPM, Actual CPM May be Lower Based on Volume

## FULL-SERVICE DIGITAL MARKETING AGENCY

We are partnered with EmpowerLocal, a full-service digital marketing agency providing:

- Web/App Development
- Digital Footprint Management
  - Directory & Local Search
  - Search Engine Optimization
  - Social Media & E-Mail
  - Reviews & Reputation
- Content Creation
- Data Visualization
- Regional/National Scaling of Local Strategies



## AD SIZES

- 970x90
- 728x90
- 320x50
- 300x600
- 300x250
- 300x50

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