

**Salem-News.com ranks in the top 1% of websites worldwide with nearly half a Million monthly visitors and can connect you with a mass affluent audience in a cost-effective way**

**Daily Unique Visitors: 15,300  
(445,822/mo)**

**Daily Page Views: 50,682  
(1.5 Million/mo)**

**Daily Hits: 362,340  
(10.8 Million/mo)**

Welcome to the Premiere Online News Website Serving the West Coast and Beyond with Local, National & Worldwide News

www.Salem-News.com

The screenshot shows the homepage of Salem-News.com. At the top, there's a navigation bar with the site's name and a date stamp: 'Tuesday, February 2nd, 2010'. Below this is a sidebar with various menu items like 'HOME', 'BROWSE NEWS', 'VIDEO', 'SPORTS', 'WEATHER', 'BUSINESS', 'MILITARY NEWS', 'ROAD REPORT', 'CALENDAR', 'CLASSIFIEDS', 'COMMENTS', 'LOCAL TOWNS', 'LINKS', 'PHOTO GALLERY', 'ADVERTISE', 'STAFF', 'COMPANY STORE', 'PLAY GAMES', and 'CONTACT US'. The main content area features an opinion article by Ersun Wamke titled 'Opinion: Democracy and the Capitalist/Communist Paradigm'. To the right, there's a 'Latest videos from Salem-News.com' section with two video thumbnails. Below that, there's a 'Construction Spending Drops to Lowest Level in 6 Years' article. The bottom of the page shows a 'Weather Forecast' for Salem, Oregon, and a 'Zip Weather' section for 97301.

## MAKE A SPLASH!

Internet advertising is very simple - to very complex - depending on your needs and expectations. **Online promotional marketing** is one of the most successful lead-generation, customer acquisition and retention vehicles available today, leveraging incentives such as **interactive sweepstakes, printable coupons, viral marketing** and **seasonal programs** to entice customers to take action toward a buying decision.

## CALENDAR OF EVENTS

The **Calendar** is one of the most viewed channels on Salem-News.com. As an advertiser, if your business offers **classes, festivals** or **special events** we encourage you to take advantage of the opportunity to place **FREE calendar listings** on Salem-News.com. Your calendar listing will link viewers directly to the report or site for more information.

## STAY IN THE SPOTLIGHT

**Reports** appearing on Salem-News.com are archived and accessible in perpetuity, with **no subscription fee**. As stories are located via search engines or Salem-News archives, many ads will **continue viewership through the months and years ahead**, reaffirming your brand that will keep your company **in the public eye** through time. By specifying your target, you can then remarket to an **already-engaged audience** with specific products and services.

# www.Salem-News.com AD STYLE DEFINITIONS

**1** Banner Ad: "All Your Still & Video Photography Needs" with a "CLICK HERE" button.

**2** Partner Block: "FROM NOW ON, BING & DECIDE." with the Bing logo.

**3** Mini-Tower: "News, Hot Topics & Columnists" with a "CLICK HERE" button.

**4** In-Story/News Block: "Vistaprint 50% OFF Select Products" with a "Save Now" button.

**5** Quick Link: "COMPUTER SERVICES" with a list of services.

## BANNER 1

One sponsor per each banner.  
Dimensions: 728 x 110 pixels.

## PARTNER BLOCK

This is a banner shared by three sponsors.  
Dimension: 234 x 110 pixels each.

## TILE AD 2

Most well-known online display ad. Dimensions: 160 x 136 pixels.

## MINI-TOWER

Tall tile ad.  
Dimensions: 160 x 200 pixels.

## SKYSCRAPER 3

Super tall tile ad.  
Dimensions: 160 x 600 pixels.

## IN-STORY/NEWS BLOCK 4

Dimensions: 300 x 250 pixels;  
gif or jpeg.

## BIG BLOCK

Dimensions: 300 x 600 pixels;  
gif or jpeg.

## TEXT AD MESSAGE

Message included on outgoing email to subscribers: Breaking News, Daily & Weekly News Briefs (up to 4 lines, 200 characters total)

## QUICK LINK 5

Linking text line without graphics (up to 20 characters).

## VIDEO ADS

Video commercials: All lengths accepted in mpeg1/2/4 formats or embed code

Ads usually link to the client's web site. If you do not have a web site, Salem-News.com will create a hosted "Platform Page" for your business at no extra charge.

**For Rates, contact your Salem-News.com Ad Dept:**  
**AdSales@Salem-News.com**

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*"I always get referrals from advertising with Salem-News.com. My banner ads have generated better results than any other advertising I have done."*

KIM CALLAHAN, COVENANT CLEANING SERVICE

*"Our business has grown exponentially in the five years we've advertised with Salem-News.com. We believe in the future of online news!"*

KATRINA ADAMS, ADAMS RIB SMOKEHOUSE

Click here for more AD TYPE AND SIZE INFORMATION

# AD PACKAGES & MORE

*"The willingness of an organization to be tough but fair - is invaluable. I believe our nation is strongest when we have access to information that has been both researched and is well presented.*

*They do both. Bottom line: Salem-News.com is a trailblazer in the local media access world."*

PAUL EVANS, US CONGRESSIONAL CANDIDATE

*"Salem-News.com is a great resource and alternative to Portland TV news."*

MIKE MCLARAN  
SALEM, OREGON CHAMBER OF  
COMMERCE EXECUTIVE DIRECTOR



**VIDEO Reports:**  
Professional television news photojournalists provide breaking news, features and daily news reports in a video format easy to watch, anywhere.

## Ala Carte:

### QUICK LINKS

\$95/Month

Text Link to your company website from Salem-News.com's Front Page

### FRONT PAGE TILE AD

\$375/mo

### FRONT PAGE BANNER AD

\$550/mo

### SPORTS FRONT PAGE TILE AD

\$250/mo

### NEWS STORY BLOCK AD

\$75/per story (discount for more than 5 scheduled within one month)

### BUSINESS FEATURE REPORT

\$350/one time

Video feature report: Your video top story in Business News.

All ads ROS (run of site) unless otherwise noted.

## Ad Packages:

### BUSINESS NEWS PACKAGE

\$375/mo (6 mo minimum)

Business Feature Report (Video)

Front Page: Tile ad

### BASIC NEWS PACKAGE

\$550/mo

Front Page: Tile ad, Quick Link

News stories: Banner

### BRAND BUILDER

\$800/mo

Front Page: Tile ad, Quick Link

### BANNER COVERAGE

\$1175/mo

Front Page: Banner ad, Tile ad, Quick Link

News Stories: Banner ad

Sports: Banner ad

Weather: Tile ad

### VIDEO SOLUTIONS

\$1400/mo

Front Page: Tile ad, Quick Link

Sports: Tile ad

Weather: Tile ad

Business Feature Report x 2/yr (Video)

VIDEO Cm: (:05) News sponsorship x1/mo.

### MAJOR NEWS SPONSOR

\$3320/mo

Front Page: Banner ad, Tile ad, Quick Link

News Stories: Banner ad

Sports: Banner ad

Weather: Tile ad

Business Feature Report x 3/yr (Video)

Oregon Maps: Tile ad

VIDEO Cm: (:05) News sponsorship x1/mo

Complete Rate Card Available upon request.

All ads can be customized in unique packages based on our clients' needs.

10% Discount for prepaid annual buys. Special rates, custom and seasonal packages may be available. First time advertisers and political media pay in full, in advance. Rates subject to change.

**CONFIRM YOUR SALEM-NEWS.COM  
AD SCHEDULE!**

**Email: AdSales@Salem-News.com**

## VONAGE WORLD

UNLIMITED CALLING TO THE U.S. & MORE THAN  
60 COUNTRIES AROUND THE WORLD FOR JUST \$24.99/MONTH

REPLAY

Vonage  
sounds good

SIGN UP NOW

**BANNER ADS** span main columns in the News, Sports, Business or other sections. Banners can be placed right where your targeted audience is browsing for maximum effect.

# www.Salem-News.com

# STATISTICS & AD RATES

## RANKING\*

Worldwide Traffic Rank: **87,177**

Traffic Rank In U.S.: **20,093**

Average Load Time:

**Very Fast: 0.727 seconds**

(89% of sites are slower)

\* According to alexa.com; The rank by country is calculated using a combination of average daily visitors and pageviews from users from that country over the past 3 months.

## Salem-News.com STATISTICS

### VIEWERS:

**77%:** Oregon

**12%:** United States (outside of OR)

**11%:** International

### SITE STATISTICS:

Daily Hits: **362,340**  
(10.8 Million/mo)

Pages per visitor: **2.25**

Average time on site: **2:00 min.**

New visits: **59%**

Re-Current Visitors: **41%**

Daily Unique Visitors: **15,300**  
(445,822/mo)

Daily Page Views: **50,682**  
(1.5 Million/mo)

## RATES /4-WEEK SCHEDULE

*Premium: Best Placement With No Rotation*

*Ros: Run Of Section.*

## FRONT PAGE NEWS

**Title Ad: Premium/Ros \$550/\$375**

**Banner: Premium/Ros \$1250/\$750**

**News Block Ad: Premium \$650**

**Skyscraper Ad: Ros \$750**

## NEWS SECTIONS

**Title Ad: Premium/Ros \$325/\$250**

**Banner: Premium/Ros \$650/\$425**

## SPORTS, OUTDOOR, ARTS & ENTERTAINMENT

**Title Ad: Premium/Ros \$325/\$250**

**Banner: Premium/Ros \$650/\$425**

## WEATHER; LINKS & RESOURCES; OREGON MAPS; CLASSIFIED; CALENDAR; SEARCH

**Title Ad: Premium/Ros \$250/\$175**

**Banner: Premium/Ros \$400/\$250**

## VIDEO COMMERCIAL

**5 Sec Commercial Sponsoring Video Reports \$150/Story**

## IN-STORY NEWS BLOCK

**\$75/Story**

## "QUICKLINKS!" LISTING (FRONT PAGE)

**\$95**

**ALSO: Sponsor our Breaking News Emails, Daily News Briefs or Weekly Updates (by free subscription).**

*Ask your rep for availability.*

Contact the Salem-News.com Ad team:

**[Adsales@Salem-News.com](mailto:Adsales@Salem-News.com)**

10% Discount for prepaid annual buys. Special rates, custom and seasonal packages may be available, ask your Salem-News.com sales rep for all the latest. First time advertisers and political media pay in full, in advance. Rates subject to change.

**The number one reason  
people use the Internet?**

**NEWS.**

**Salem-News.com is leading the way  
in independent news online.**

**Come aboard!**

**Call us: 503-302-2861**

**Advertising Info Online**

**Sales Dept: *AdSales@Salem-News.com***

**Publisher: *Bonnie@Salem-News.com***