



**HOMETOWN  
NEWS GROUP**

**ONLINE MEDIA KIT**

# Strengthen your brand with strategic communications.



**SunPrairieStar.com**  
**CambridgeENews.com**  
**DeforestENews.com**  
**PoynettePressOnline.com**  
**Herald-Independent.com**

**LakeMillsLeaderOnline.com**  
**McfarlandThistleOnline.com**  
**WaunakeeTribune.com**  
**WMCourierENews.com**  
**LodiENews.com**



Print



Online



Social Media



Mobile

# BUYERS GUIDE WHAT DO I NEED TO KNOW?

## Online Advertising Overview

There are many different ways to advertise with Hometown Digital. Almost all advertising online can be tracked and measured. By tracking the performance of your online advertising, you can ensure your advertising budget is used in the most effective manner.

## What happens when someone clicks on my ad?

All ads online are "clickable", meaning readers can click on your ad to learn more or purchase something on your website. An ad can be directed to any address on the web, including an image of your print ad. In the event that there is no address or ad to link to, our designers link your advertisement to your Marketplace Listing.

## How do I know my ad is running when I am in a Rotation?

When you run an ad which is in a rotation your ad may not show up each time you visit the site. Ads that are in rotation randomly appear. Click Refresh in your web browser to reload the website and the ads will appear.

## What should be in my ad?

With the ability to immediately take action on your ad, it is not necessary (it's actually less effective) to have all your advertising information in your banner ad. An ideal ad has:

- A great image that showcases your product or service.
- An appealing headline.
- Less than 20 words of copy.
- A call to action.
- Limited contact information, website, phone number and address at the most. Your banner ad should link to a specific page on your website related to what is in the ad. If you do not have a website or cannot create a page for the specific advertising campaign, we are more than happy to create a landing page with additional content describing your business, products and services.

## How many clicks should I expect?

The national average for click-through rates is approximately .1%. Local advertisers typically average .1%-.5%, depending on the type of ad. Institutional or image ads normally see .1%-.2%, while promotional or sale ads with enticing offers can average .5% click through rates. That means, for 5,000 impressions, you could have 25 people visit your site or come to your store, a great return on your investment.

## How is traffic measured?

**UNIQUE VISITORS** A Unique Visitor is a web-statistic designed to come as close as possible to defining the number of actual, distinct people who visited a website. Hometown News Group websites sees a monthly average of over 9,000 Unique Visitors.

**PAGE VIEW** Page views are the statistic that counts the total number of pages viewed on a site in a given time period. This is the largest number in the web stats as it includes all views of every page on a website or domain. Hometown News Group websites generate a monthly average of over 29,000 Page Views.

## How much traffic does each site generate?

Below are the monthly average of Unique Visitors and Page Views generated by Hometown News Group sites.

	Unique Visitors	Page Views
Cambridge/Deerfield:	7,000	18,500
DeForest:	12,500	33,000
Cottage Grove/Monona:	6,300	18,000
Lake Mills:	9,500	40,000
Lodi:	6,300	41,500
Poynette:	3,800	16,100
Sun Prairie:	20,500	53,500
McFarland:	5,500	16,000
Wauwaukee:	13,000	38,500
Waterloo/Marshall:	6,800	19,400
<b>TOTALS:</b>	<b>91,200</b>	<b>294,500</b>

"By participating in Mobile Marketing I have seen an increase in traffic from new and repeat customers. It is a great way to actively advertise on a monthly basis."

**Dan Gleisner**  
Wauwaukee Super-Lube  
Owner



# WEB PRODUCTS & PRICING

Add 20% To The Prices Below To Animate Your Ad

## 1 WEATHER SPONSOR *Exclusive*

Top Of Right Rail

Dimensions: 100x80

6-Month  
Annual

**TIER-A**  
\$269/mo.  
\$259/mo.

**TIER-B**  
\$199/mo.  
\$169/mo.

## 2 SEARCH SPONSOR *Exclusive*

Top Of Left Rail

Dimensions: 135x80

6-Month  
Annual

\$269/mo.  
\$259/mo.

\$199/mo.  
\$169/mo.

## 3 POWER BLOCK *Exclusive*

Upper Page Of Center Rail

Dimensions: 300x250

6-Month  
Annual

\$299/mo.  
\$269/mo.

\$219/mo.  
\$199/mo.

## 4 LEADERBOARD *3-Rotations*

Top Of Center Rail

Dimensions: 468x60

6-Month  
Annual

\$269/mo.  
\$239/mo.

\$179/mo.  
\$159/mo.

## 5 SKYSCRAPER *3-Rotations*

Bottom of Left Rail

Dimensions: 135x600

Weekly  
Monthly  
6-Month  
Annual

\$99/wk.  
\$279/mo.  
\$259/mo.  
\$239/mo.

\$69/wk.  
\$189/mo.  
\$169/mo.  
\$149/mo.

## 6 CONTENT SPONSOR *3-Rotations*

Bottom Of Center Rail

Dimensions: 468x60

Weekly  
Monthly  
6-Month  
Annual

\$69/wk.  
\$189/mo.  
\$169/mo.  
\$149/mo.

\$49/wk.  
\$169/mo.  
\$149/mo.  
\$129/mo.

## 7 PAGE PEEL *Exclusive*

Top Right Corner, Homepage Only

Dimensions: 500x500

One Time  
\$99 Setup Fee

Weekly  
Bi-Weekly

\$99/wk.  
\$79/wk.

\$79/wk.  
\$59/wk.

## 8 HOMEPAGE TILE *Rotated*

Right Rail, Homepage only

Dimensions: 175x150

Weekly  
Monthly  
6-Month  
Annual

\$69/wk.  
\$179/mo.  
\$159/mo.  
\$139/mo.

\$49/wk.  
\$159/mo.  
\$139/mo.  
\$119/mo.

## SECTION SPONSOR TILE *Rotated*

Right Rail, Of One Section

Dimensions: 175x150

Weekly  
Monthly  
6-Month  
Annual

\$49/wk.  
\$149/mo.  
\$119/mo.  
\$99/mo.

\$39/wk.  
\$129/mo.  
\$99/mo.  
\$89/mo.

## ROS TILE *Rotated*

Right Rail, All Pages but Homepage

Dimensions: 175x150

Weekly  
Monthly  
6-Month  
Annual

\$59/wk.  
\$169/mo.  
\$149/mo.  
\$129/mo.

\$49/wk.  
\$149/mo.  
\$129/mo.  
\$109/mo.

## ARTICLE SPONSOR *Exclusive*

Center of Articles

Dimensions: 175x150

Weekly  
Monthly  
6-Month  
Annual

\$39/wk.  
\$79/mo.  
\$69/mo.  
\$59/mo.

\$19/wk.  
\$59/mo.  
\$49/mo.  
\$39/mo.

TIER-A: Sun Prairie, DeForest, Waunakee, Lake Mills

TIER-B: Cambridge/Deerfield, Cottage Grove/Monona, Lodi, McFarland, Poynette, Waterloo/Marshall

BUY 2 OR MORE INTERNET ADS  
AND GET 25% OFF



## MOBILE

### May 2011 Mobile Visitor Stats

Cambridge/Deerfield	522
Waterloo/Marshall	498
DeForest	924
Cottage Grove/Monona	845
Lake Mills	868
Lodi	1175
Poynette	449
Sun Prairie	1216
McFarland	203
Waunakee	1325
TOTAL	8,025

\$40/M Exclusive  
BANNER (300x50 Pixels)



Exclusive sponsorship and co-sponsorship opportunities are available. Contact your advertising Rep for details.

## CONTEST SPONSORSHIP

# ADDITIONAL PRODUCTS: CHECK OUT THESE GREAT OFFERS



## Hometown Hot Deals

No Advertising Costs! Every week, on all of the Hometown News Group websites, one local business offers a value deal on goods or services. We market your business, make the buying process easy, and split the revenue. Create name recognition, increase foot traffic & gain new customers!

## Marketplace

Reach customers at the most critical state of the buying cycle - when they're choosing a business and comparing products and services! Listing include your address, phone number, Google Map directions. Premium features include: Business Logo, Photos, Custom Video and more!



Packages starting at only: **\$29/mo.**



## Print and Deliver

Offering printing of high quality, full color, glossy fliers, brochures, booklets and magazines.

Print 5,000 8.5"x11" full color glossy fliers for only **\$290!**

## Social Media

We will develop and design your social networking sites to accurately reflect your business and brand. We offer various levels of maintenance and management options to help increase interaction, spark engagement and build your online brand.



Packages starting at only: **\$75/mo**



## Mobile Marketing

Get instant results! Customers Text your Keyword to receive offers and Opt In for your Text Message Promotions. Build your database of Opt In customers that you can communicate to in real-time!

Packages starting at only: **\$69/mo.**

## Bundle Prices

Hometown News Group is now offering deep discounts when you bundle your message with four of our strategic communications: Mobile, Newspaper Print, Online and Marketplace.



Packages starting at only: **\$208/mo.**



**Shane M. Brossard**

Neesvig's  
Marketing Coordinator

The print program that we utilize through the DeForest-Times Tribune has allowed Neesvig's to effectively attract new customers. Competitive pricing and great service makes it the right fit for our organization!"