

tbnewswatch.com

Village Media is the **#1 online community media company in Ontario**. Its flagship site, SooToday.com, is the most visited community news and information site in the province, and its network of news sites now reaches over 4 million users each month. Using a **data-driven** approach, Village Media pioneered a community-first marketing model in which local businesses are able to **build their brands** and **acquire new customers** while **supporting the community**.

TBNewsWatch.com is owned by Dougall Media and is part of the Village Media network. It is currently the **#1 online local media in Thunder Bay**. With a mandate to help improve the quality of life for Thunder Bay residents and to help strengthen the local economic base, TBNewsWatch.com connects over **100,000 local users** with local businesses and organizations in Thunder Bay and the surrounding area each month, while offering continuous updates on the things that matter to the community.

tbnewswatch.com

dougallmedia

VILLAGE
media.ca





3,346,000

monthly **page views**



10,200

daily email **subscribers**



42,400

social **followers**



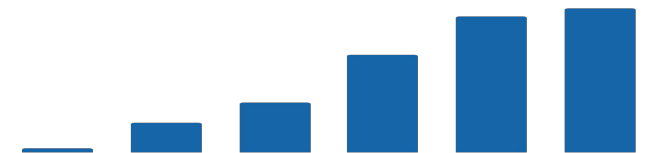
18-24 25-34 35-44 45-54 55-64 65+

laptop/desktop visitors by age



18-24 25-34 35-44 45-54 55-64 65+

mobile visitors by age



18-24 25-34 35-44 45-54 55-64 65+

tablet visitors by age



30,400

Users visit throughout the week, using **laptop** or **desktop** devices



87,470

Users visit throughout the week, using **mobile** devices



14,300

Users visit throughout the week, using **tablets**

Connect with our audience!

Display Advertising

Perfect for all types of ad campaigns! Use display advertising to boost brand recognition, or for specific events, sales, business announcements & more.

Video Advertising

Strike a deep and lasting connection with our readers. Use video advertising for emotion-based goals such as soliciting donations or volunteers.

Business Spotlight

Increase your connection with the community by giving our readers an in depth look at your business, employees or innovations, or use it to share useful tips!

Daily Headlines Email

Reach a highly loyal and local audience. Our Daily Headlines subscribers receive daily emails, and we've saved a space at the top just for you!

Contest Sponsorships

Our readers love contests! Associate your business with the excitement and emotion of a giveaway to our huge readership & social audiences.



Display Advertising

Page Takeover



300x600 + 1920x800

desktop
only

\$36 cpm

Tall Block



300x600

desktop & landscape
tablet

\$18 cpm

Big Box



300x250

desktop,
mobile & tablet

\$14 cpm

Site Rotator



300x120

shared rotation across
desktop & mobile

\$300/month

Alert Banner

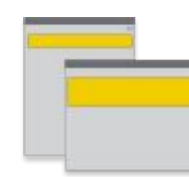


42 character max

desktop,
mobile & tablet

\$14 cpm

Responsive Banner



320x100, 728x90
& 970x250

tablet & some small
desktop screens

\$14 cpm

Sticky Footer



300x50

anchored to the bottom
on mobile devices

\$14 cpm



Ask your sales rep about these upgrades:

(20% premium may apply)

Targeting by Time or Location

Poll & Section Sponsorships

Network-Wide Pricing

Poll Sponsorship

Guaranteed Section or Screen Position

Notes: Rates are subject to change without notice. Third-party Rich Media ad tags & serving costs are the sole responsibility of the advertiser/agency and not included in net cpm rates.

Video Advertising

Video placements are naturally engaging for your audience: they **convey emotion**, and provide a **multi-sensory experience** that is sure to be remembered!

As our visitors read news articles, video ads seamlessly open between paragraphs. The video player is **non-intrusive and engaging**, sound is user initiated on mouse roll-over.

Video ads display on all platforms.

Priced by thousand impressions (CPM)

*Video production extra unless provided by client. See your account executive for more details. Rates subject to change.



Spotlight

Showcase your organization, innovations or employees, or provide useful industry information or tips, while providing **meaningful, local content to our readers**...your customers.

Our team will produce a professionally written piece about your business, employees, suppliers, innovations, announcements or more.

Spotlights are featured on our homepage, providing **maximum exposure!**

Included with the HUB & CLP programs, a tremendous value!

**Also available for individual purchase.
See your account executive for more details.*

Spotlight is not intended to be a short-term ad, promotion or direct commercial message.

It should be designed to educate your audience, and/or provide information about your business' impact on the community.

This could include history, employees, awards, community involvement, 'Top Ten' lists, etc.

Spotlights should be viewed as quality content, not advertisements.

Content will be approved by advertiser before publishing. Content should be factual, cannot be misleading and will be visibly indicated as "Sponsored Content". We reserve the right to edit or reject content, in which case a full refund would be provided. HST extra. Rates subject to change.



Daily Headlines **Email Banner**

Our subscribers receive a summary of the day's headlines in their inbox. We've reserved a spot at the top just for you!

This is a tremendous opportunity to place your message within the daily routine of some of our most loyal & engaged readers. Your ad at the top of the email can't be missed!

\$20 cpm

*970x250 ad unit, designed with a large font and minimal text, is recommended to ensure optimal viewing on all devices. See your account executive for more details. Rates subject to change.

10,200

current subscribers

(updated August 30, 2019)

39%

typical email open rate

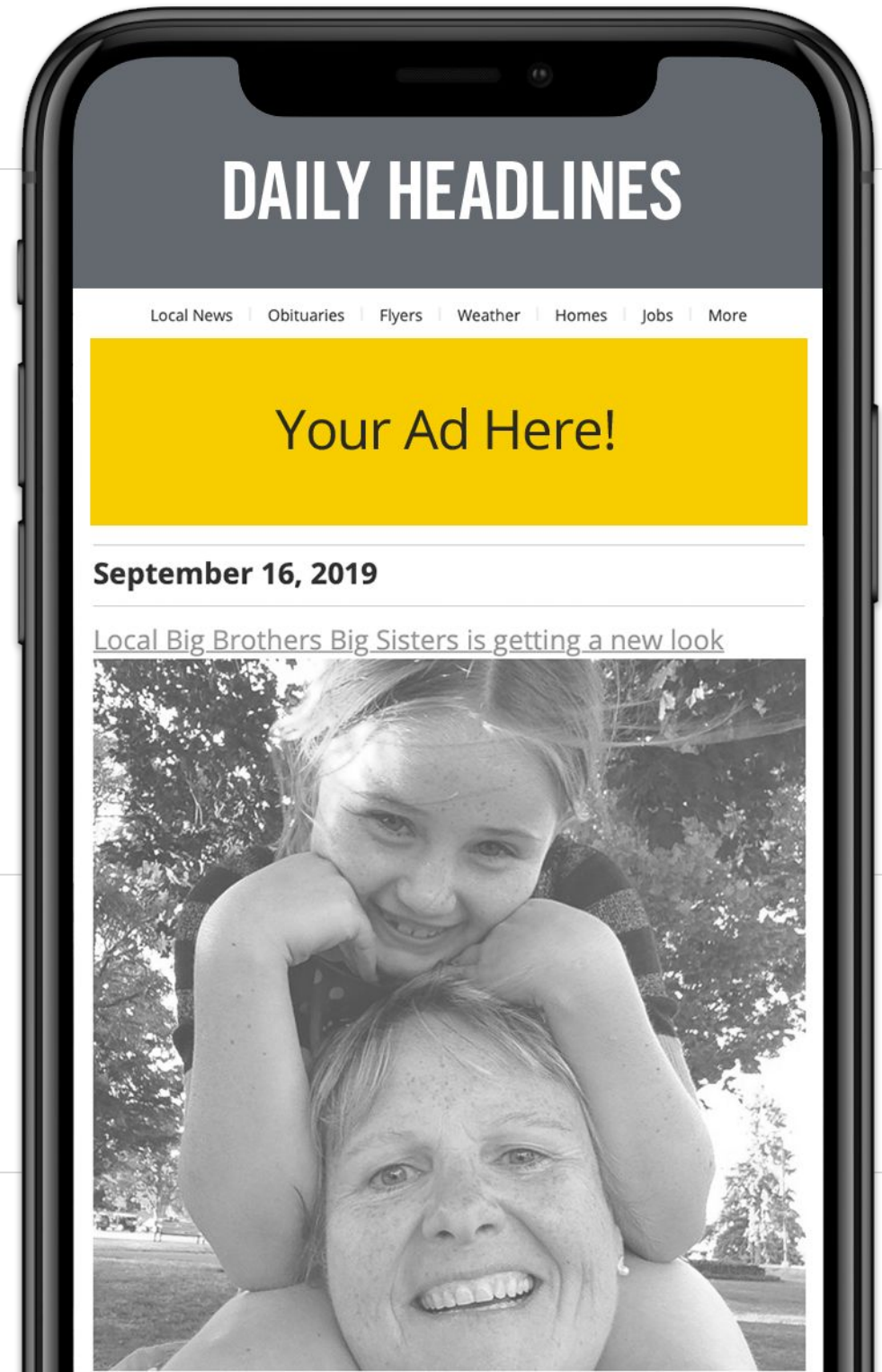
(**industry average is 21.9%)

16%

typical content click rate

(**industry average is 4.5%)

**mailchimp.com/resources/research/email-marketing-benchmarks



Welcome to the **HUB!**

Your custom business profile lies at the heart of an elaborate community network within our site. This profile acts as your landing page in our community hub.

We connect you to potential customers through a number of avenues and give you the ability to communicate directly via multiple channels.

We've taken the world wide web and filtered it down to the community level, making it easier to connect our readers to local businesses.

Annual cost of \$2400

or included

FREE with display campaigns valued at \$6,000 or more!

[Click Here to view a live demo of a fully loaded CLP/HUB/Profile](#)

*See your account executive for more details. Rates subject to change.

The screenshot shows a business profile on the website **tbnewswatch.com**. The user is logged in as **welcome, J.Doe** and the temperature is **17.6°C**. The profile is for **Placeholder Building Supply Co.** and includes the following sections:

- Placeholder Building Supply Co.**: A large dark banner with the text **PLACEHOLDER Building Supply Co.**
- Now Hiring**: Two job listings for Home Delivery Drivers and Helpers. Each listing includes a job title, description, and a "Read more" link.
- Our People**: A grid of four employee profiles: Grant Lemieux (General Manager), Jimmy Jimmerson (Product Advisor), Michelle Marsh (Sales Manager), and Jennifer Mills - Warner (Product Advisor). Each profile includes a photo and a "Full Profile" link.
- Listings**: Two listing cards for "A Product" and "A Service", both with descriptions for Home Delivery Drivers and Helpers.
- Contact This Business**: A form with fields for Name, Email Address, Phone Number, and a search query, with a "Send Message" button.
- Location**: A map showing the business location at 824 Gordon St, Guelph, ON N1G 1Y7.
- Hours**: 7 Days A Week, 9am - 6pm.
- Helpful Links**: A list of links including "Call", "Visit Our Website", "Visit Us On Facebook", "Visit Us On LinkedIn", "Send Email", and "Like This Business".
- Photo Gallery**: A grid of small images showing various scenes related to the business.

CLP Community Leaders Program

The Community Leaders Program (CLP) integrates our expertise in strategic communication, data analysis, and storytelling into a five-part cohesive communications program.

We believe that **news should be accessible to all**, and positioning yourself as a Community Leader will allow us to deliver more local content that matters to our readers, while being recognized within the community for your support.



Your custom CLP includes:

- sponsored sections
- display advertising
- community feedback/surveys
- premium community HUB profile
- promotions & more!

[Click Here to view a live demo of a fully loaded CLP/HUB/Profile](#)

**CLP programs are tailored to specific client needs, pricing varies. See your account executive for more details. Rates subject to change.*





Contests!

Our readers love contests! Sponsor one of our TGIF giveaways to promote your business, sales, announcements, boost your brand image & more!

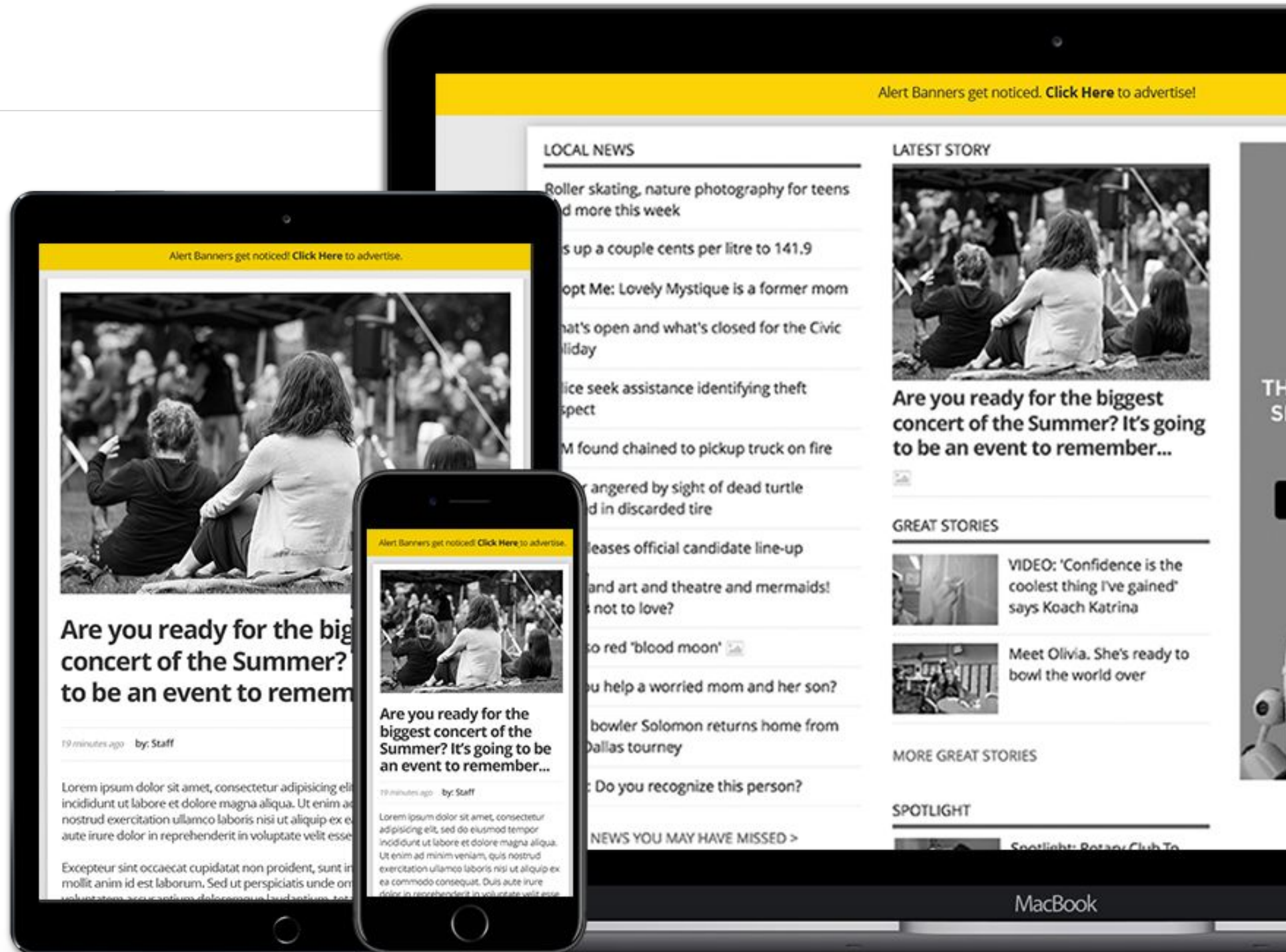
Our contests are free to enter, but for bonus entries, contest entrants can be directed to your website, social media site, promo video & more.

Your one-time cost: \$250

High **Alert!**

The **Alert Banner** is anchored to the top of the page across all platforms. It's the perfect ad space for big announcements or promoting events, sales & more.

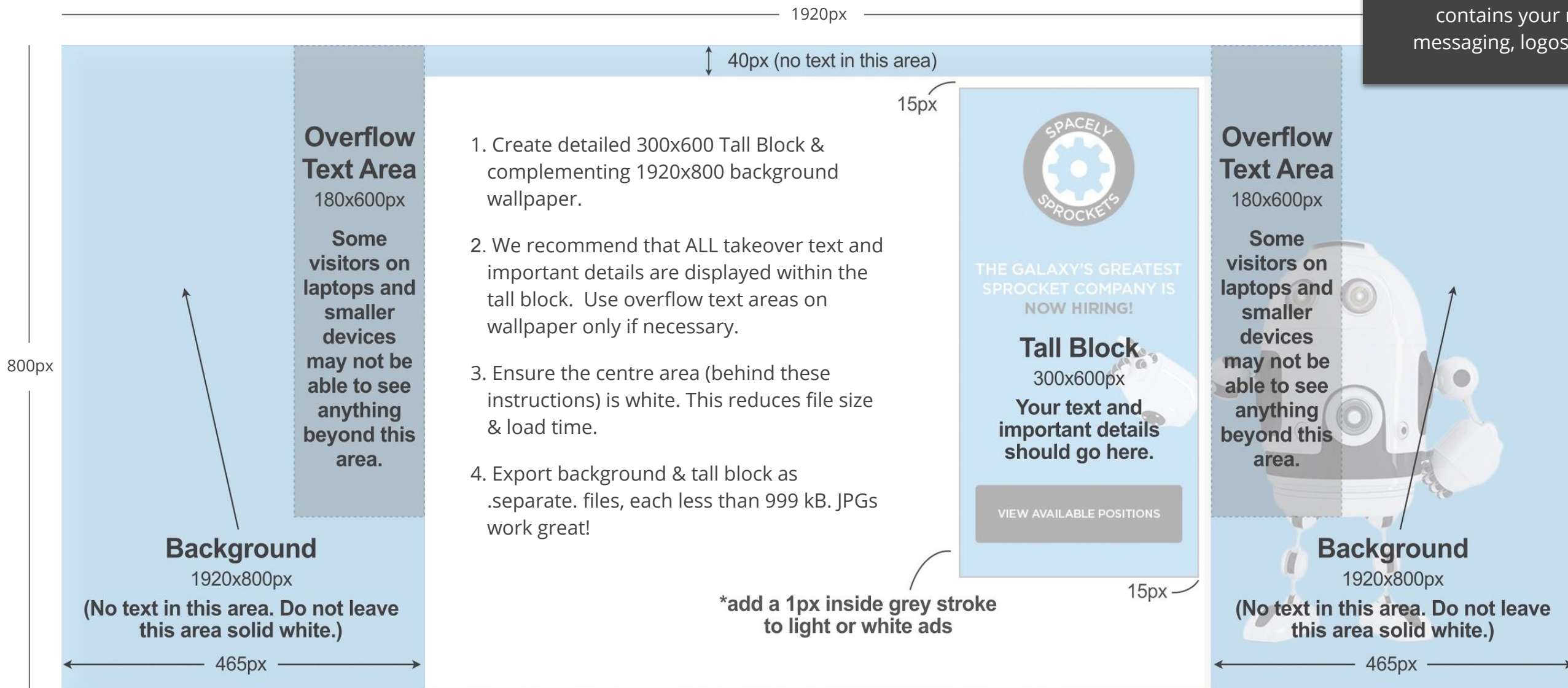
Available by CPM



*Limited to 42 characters. See your account executive for more details. Rates subject to change.

Takeover Design Guidelines!

*The purpose of the background wallpaper is to draw the reader's eye to the tall block which contains your main messaging, logos, etc.



Are you **Hiring**?

Post your job openings with us and we'll help you reach your local audience!

Pair with alert banners or other display advertising to promote your listing to an even larger, local audience.

Basic Posting

35+ HST

Feature your posting for up to 10 days in the category of your choice.

Premium Posting

\$75 + HST

Feature your posting for up to 30 days in the category of your choice + premium placement at the top of the category listings

