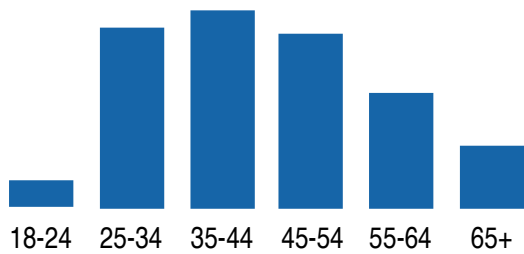


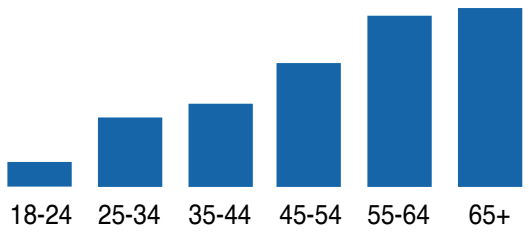


tbnews**watch**

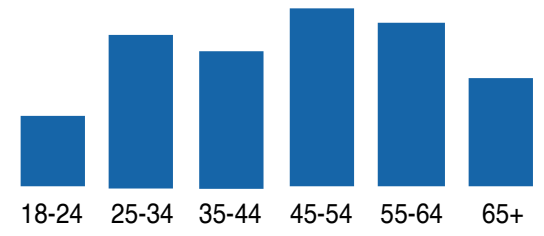
MEDIA KIT



mobile visitors by age:



tablets visitors by age:



desktop visitors by age:

Data: Google Analytics April 2019

3,563,000

monthly page views



7,616

daily email subscribers



39,700

social followers



76,169

users visit throughout the week,
using mobile devices



16,811

users visit throughout the week,
using tablets



31,678

users visit throughout the week,
using laptop or desktop devices



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.

How would you like to reach our audience?

Daily Headlines

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

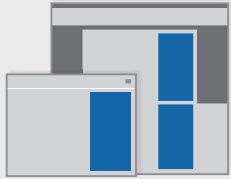
Our readers love contests! Associate your business with the excitement and emotion of a giveaway to our huge readership & social audiences.

We also offer:

Alert Banners
Premium Directory Listings
Career Postings
Section Sponsorships
& more!

Display Advertising

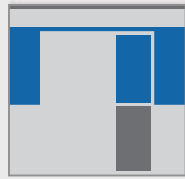
Tall Block



(300x600)
desktop &
landscape tablet

\$15 cpm

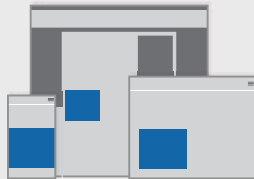
Page Takeover



(300x600 + 1200x800)
desktop only

\$30 cpm

Big Box



(300x250)
desktop,
mobile & tablet

\$10 cpm

Side Rotator



(300x120)
desktop only

\$300/month

Responsive Banner



(320x100 / 728x90 / 970x250)
mobile, tablet & some
smaller desktop screens

\$10 cpm

Alert Banner



(42 character max)
desktop,
mobile & tablet

\$50-\$100/hr.

Ask your sales rep about:

- Targeting by Time or Location
- Section Sponsorships
- Network-Wide Pricing
- Poll Sponsorship
- Guaranteed Section or Screen Position
- Custom Placements

Notes: All rates presented are in cost per thousand impressions (cpm). 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.

Meet The Ad Units

300x120 rotator



SPACELY SPROCKETS

THE GALAXY'S GREATEST SPROCKET COMPANY IS NOW HIRING!

VIEW AVAILABLE POSITIONS

320x100 mobile



SPACELY SPROCKETS

THE GALAXY'S GREATEST SPROCKET COMPANY IS NOW HIRING!

VIEW AVAILABLE POSITIONS

300x250 big box

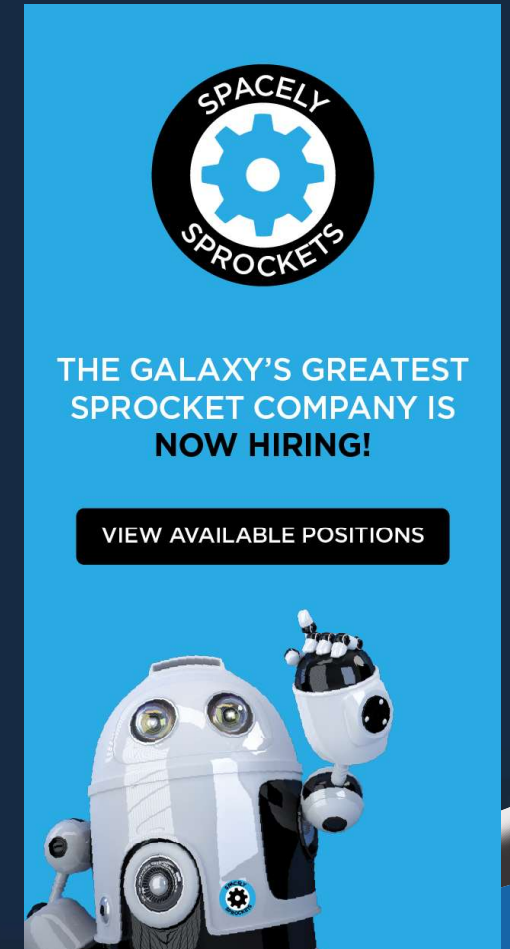


SPACELY SPROCKETS

THE GALAXY'S GREATEST SPROCKET COMPANY IS NOW HIRING!

VIEW AVAILABLE POSITIONS

300x600 tall block



SPACELY SPROCKETS

THE GALAXY'S GREATEST SPROCKET COMPANY IS NOW HIRING!

VIEW AVAILABLE POSITIONS

728x90 tablet



THE GALAXY'S GREATEST SPROCKET COMPANY IS NOW HIRING!

SPACELY SPROCKETS

VIEW AVAILABLE POSITIONS

970x250 tablet



THE GALAXY'S GREATEST SPROCKET COMPANY IS NOW HIRING!

SPACELY SPROCKETS

VIEW AVAILABLE POSITIONS

Video Advertising

\$50 per thousand impressions

Video placements are naturally engaging for your audience: they can **convey emotion**, and they 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.

**Video production extra unless provided by client.*

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advertising@tbnewswatch.com

807-346-2600

Spotlight



Showcase your organization, innovations or employees, while proving meaningful, local content to our readers...your customers.

\$2500 per video or \$900 per written article

Our team will produce

a short video or professionally written piece about your business, employees, suppliers, innovations, announcements or more.

By partnering with a local media company, Spotlight **builds trust & credibility**. It's also a great way to speak to your business' connection to the community.

Spotlights are featured on our homepage, providing tremendous exposure!

Notes: 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 reject content, in which case a full refund would be provided. HST extra.

Daily Headlines

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

\$30 per thousand subscribers*

*per day, based on a min. one-week commitment.
970x250 ad unit recommended with a large font & minimal text for optimal viewing on all devices.

7,617

current subscribers

(updated April, 2019)

31%

typical email open rate

(**industry average is 16.5%)

11%

typical content click rate

(**industry average is 4.5%)

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

Upgrade your listing!

Only \$100/month!

Your business is currently listed (at no charge) in our Business Directory. It allows our readers to find you quickly if they need to. Plus, your listing appears in Google search results...a tremendous boost to your online presence!

Upgrade your free listing today to get a pile of powerful, extra features!

Get \$100 of free commercial classified posting credits **per month!**

Associate business contacts to your listing, plus BIOs, photos, & contact info.

Attach **images, web and social links** to your profile.

Link your profile to our massive archive of historical content.

Your logo will be displayed on all category and profile pages.

Related listings display in-line **throughout sections of the site.**

Show up as a **featured listing** in the category of your choice.

Your business is **listed** in our Business Directory

TGIF!

Your one-time cost: \$250 + \$100 Gift Card

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.



- ✓ Boost Followers
- ✓ Promote Sales
- ✓ Share News
- ✓ Increase Sales
- ✓ Brand Awareness

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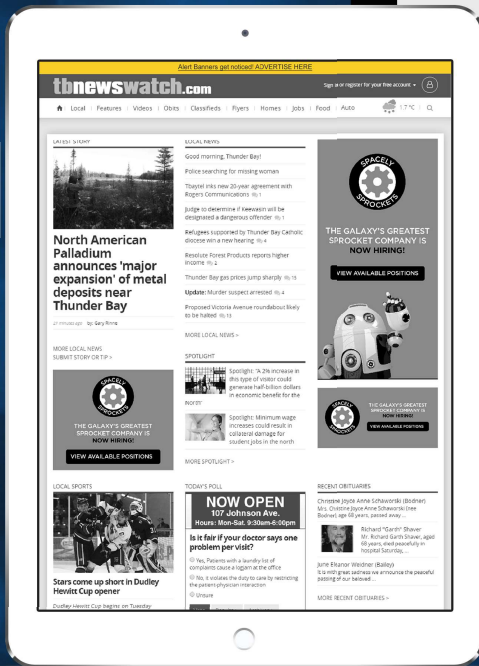
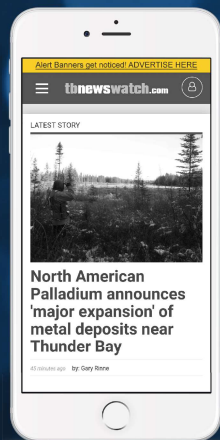
807-346-2600

High Alert!

\$100/peak hour, \$50/off-peak hour

The **Alert Banner** runs at the top of all pages and devices. It's the perfect ad space for big announcements or promoting events, sales & more.

Limited to 42 characters. Peak hours are Monday-Friday 9am to 5pm.



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advertising@tbnewswatch.com

807-346-2600

Great ads in 3 steps!

1. One Ad = One Message

Let the reader know exactly what your ad is about, without making them work for it.

What is the main purpose of your ad?

2. Keep It Clean!

A well crafted ad is visually interesting and easy to read. Think of your ad like a movie trailer...it should be enticing, but not give away all the good stuff!

Is everything on the ad necessary to convey your One Message?

3. Clicks Are Gold

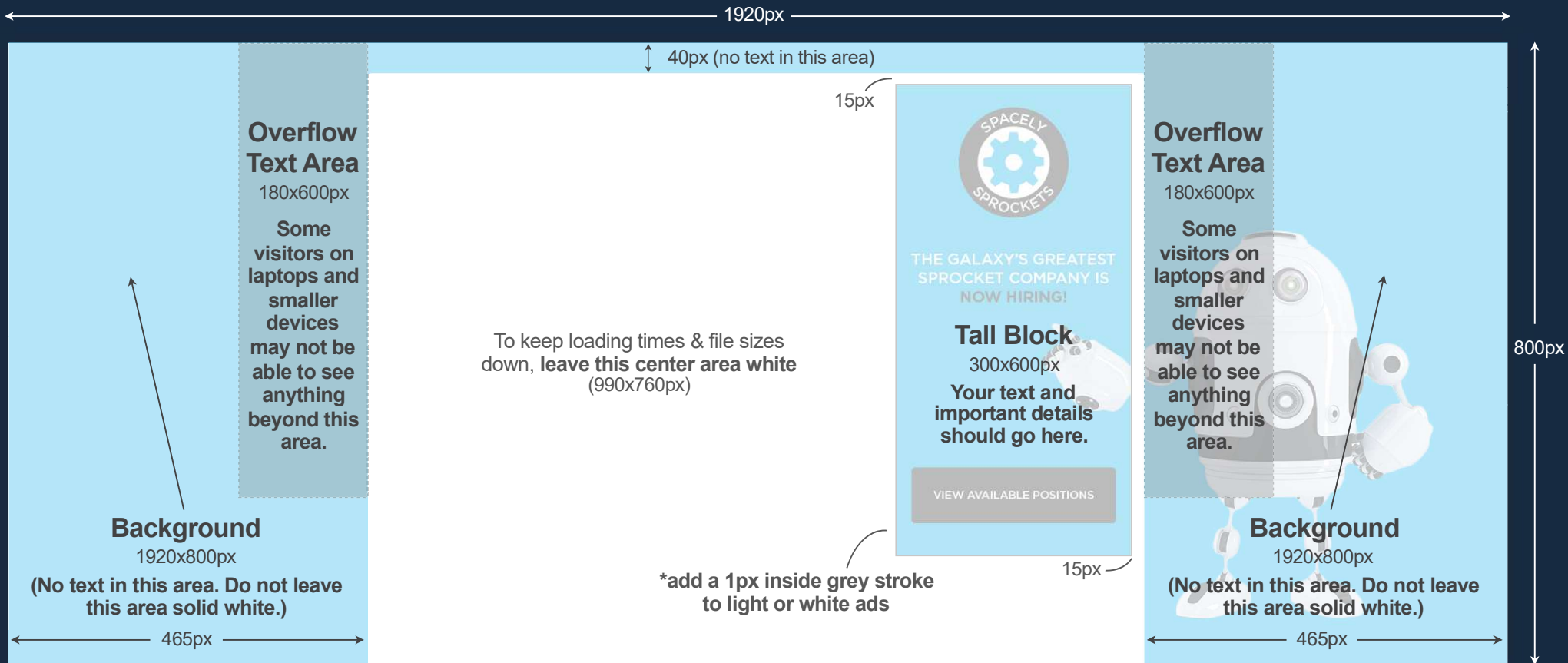
The biggest advantage to advertising online (vs. other media) is the ability to measure clicks. Run ads with different messages, compare the clickthrough rates and find out what works best with your customers.

Did you give people a reason to click?

tbnewswatch.com



Takeover Specifications



1. Create detailed 300x600 Tall Block & complementing 1920x800 background wallpaper.
2. We recommend that ALL *takeover* text and important details are displayed within the tall block.
Use overflow text areas on wallpaper only if necessary.
3. Ensure centre area is white. This reduces file size & load time.
4. Export background & tall block as separate files, each less than 999 kB. JPGs work great!

The background wallpaper should draw the reader to the tall block, which contains your text, main message and call to action. This is the most effective use of the takeover ad unit.

Are you hiring?

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

contact:

advertising@tbnewswatch.com

807-346-2600

tbnewswatch.com

