

Fairfield Bay News

Online Media Kit • 2013

Fairfield Bay News Gets Even Better...

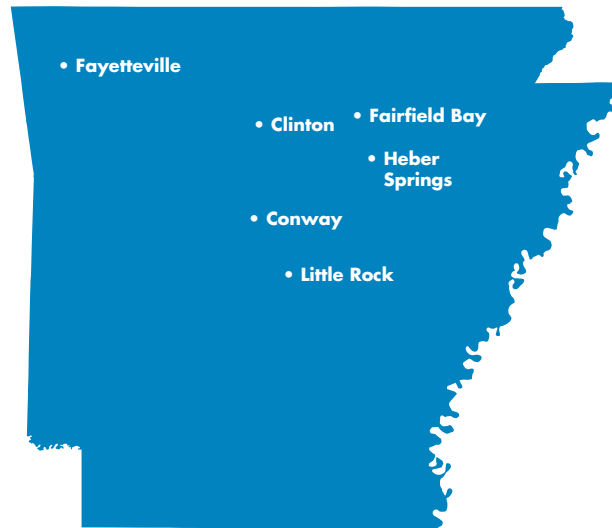
Our Community Online Newspaper has been updated! This new web-based eNEWS includes not only the latest community news and events, but unique web only content and special offers. Also NEW is a monthly announcement email, which is sent out to members and subscribers highlighting the latest news, online content and special offers, helping to get our most interested subscribers to their area of interest with simple one-click links. With new and exclusive content, an expanded audience and low introductory rates, now is the time to be part of this important communication medium. This Media Kit reflects our introductory advertising options, sizes and pricing.



- A1** 430x100 Banner Ad (Horizontal)
Located at Top of all Interior Pages, not on Home Page
\$100/Month
- A2** 250x125 Banner Ad (Horizontal)
Located in Primary Sidebar on all Pages, Posts (above fold)
\$100/Month
- B** 125x125 Banner Ad (Square)
Located in Secondary Sidebar on all Pages, Posts (above fold)
\$75/Month
- C** 250x250 Banner Ad (Square)
Located in Primary Sidebar on all Pages, Posts (below fold)
\$50/Month
- D** 430x100 Banner Ad (Horizontal)
Located at Bottom of Pages, Posts
\$25/Month

eNEWS Stats/Demographics

- One of the most highly trafficked websites in the region, if not the most
- New Eco-friendly format
- New web-only exclusive content
- Viewable not only by conventional means but also by ALL mobile formats (iPhone, iPad, android, etc.)
- Infinite life cycle for news content (archives)



New York

Dallas

Houston

Unique Visitors = 50,478
Unique Pageviews = 259,266
%New Visitors: 54.09%
%Returning Visitors: 45.91%

Leading Cities:

1. Clinton	19.33%	4. Conway	2.65%	7. Dallas	2.16%	10. Fayetteville	1.14%
2. Little Rock	5.92%	5. (not set)	2.25%	8. New York	1.88%		
3. Houston	3.05%	6. Fairfield Bay	2.25%	9. Heber Springs	1.17%		

Ad Submission Guidelines

- Please provide artwork to fit the sizes provided
- Files should be optimized for the web and saved in .jpg, .png or .gif format
- All ads will be displayed as is
- Ad quality and color cannot be guaranteed
- Ad design services available if needed
- All final artwork should be emailed to:
Dan Feuer at editor@fairfieldbaynews.com

Cancellation Policy

- Contracts may be cancelled any time before the 1st of the month preceding the issue date
- Cancellation of any portion of the contract voids any discounted rate
- Written cancellation is required

Contract Terms and Conditions

- All contracts must be signed regardless of payment method
- Unpaid Ads will not be published until payment is received

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Online News Advertising Contract • 2013

Business Name _____

Contract Name _____

Phone and Fax _____

Mailing Address _____

Fairfield Bay News Banner Ads

These ads appear on our online newspaper; placement is guaranteed. Please mark which ad size/placement you're requesting.

- A** 430x100 Banner Ad (Horizontal) - Located at Top of Pages, Posts (except Home) - **\$100/Month**
 A 250x125 Banner Ad (Horizontal) - Located in Primary Sidebar on all Pages, Posts (above fold) - **\$100/Month**
 B 125x125 Banner Ad (Square) - Located in Secondary Sidebar on all Pages, Posts (above fold) - **\$75/Month**
 C 250x250 Banner Ad (Square) - Located in Primary Sidebar on all Pages, Posts (below fold) - **\$50/Month**
 D 430x100 Banner Ad (Horizontal) - Located at Bottom of Pages, Posts - **\$25/Month**

Number of months ad will run: 1 month 3 months 6 months 1 year

TOTAL COST \$ _____

- A \$25 processing fee will be charged for any returned checks.

Signature of Ad Purchaser _____

Payment Methods Check MasterCard/Visa

Credit Card Info:

Card Type _____ Card Number _____ 3-digit Security Code _____

Name on Card _____ Zip Code of Billing Address _____

Mail Contract To:

Fax Contract To:

Questions: