

IMPACT the News-Record.com audience!

The screenshot shows the News-Record.com website interface. At the top, there are several advertisements, including one for State Farm and another for a local business. Below the ads is the website's navigation bar with categories like Home, News, Sports, Life, Opinion, Business, etc. The main content area is titled 'LIFE' and features a large photo of a man, likely the author of the featured article. The article is titled 'Williams on Wine Recipe: Orange/Apricot/Soy Sauce Chicken Wings with Round Peak Fiddler's Blend'. Other articles listed include 'Savvy Shopper: Reading a good book the new-fashioned way (Dec. 20)', 'Gift wrap contest draws more than 200 entries', and 'Culture Shock: Peeling back the layers of pop culture to get to the soft, gooey flesh of things. Daughtry gets lost in the AMA shuffle (Nov. 27)'. There are also sections for 'Life Columnists' and 'Life Blogs'. A prominent yellow box on the right side of the page contains a 'FREE ESTIMATE' offer for window replacement by Andersen, with a registration form for name, address, phone, and email. Below this is a 'TOP JOBS SEARCH' section and a 'TOP CARS' section featuring a 2007 Mercedes-Benz S-Class for \$59,995 and a 2007 Chevrolet Suburban for \$30,588.

- These unique packages deliver up to 20% share of voice
- Sponsors rotate within a chosen ad position
- Complete campaign report provided
- Space is limited
- Video and Rich Media formats accepted
- Ad impressions in 30 days:
 - 20% packages = 26,000
 - 10% packages = 13,000

TARGET

QUALIFIED POTENTIAL CUSTOMERS

REACH

USERS SEEKING A WIDE VARIETY OF INFORMATION IN THE LIFE PAGES

MAXIMIZE

YOUR ADVERTISING DOLLAR

1	Leaderboard (728x90)	\$360	\$180
2	Magazine (300x600)	\$470	\$235
	Big Box (300x250)	\$400	\$200

*2-month minimum with 10% packages

*Add 25% to price for Rich Media creatives

RESERVE YOUR AD TODAY!

Contact your News-Record.com Account Executive