

News

Section Sponsorship

NEWS & RECORD

i n t e r a c t i v e

www.news-record.com | Greensboro, NC

The screenshot shows the News-Record.com homepage with various sections:

- Top Banner:** 'TAX CREDIT' with a 'Deadline extended' offer of \$8,000 and an 'Opportunity expanded' offer of \$6,500.
- Navigation:** Home, News, Sports, Life, Opinion, Business, Obituaries, Multimedia, Blogs, Classifieds, Subscriptions.
- News Section:** 'Fire displaces family of 3 in Greensboro', 'Dealership throws in the towel on Jeep', 'Panel backs S. Elm Street hotel project'.
- Video Player:** 'Snow in the Triad' with a play button and 'NR Embed' link.
- News Columnists:** 'JERI ROWE: She bakes cookies in a sharing spirit'.
- News Blogs:** 'Capital Beat: How state government is affecting folks in the Triad', 'The Chalkboard: News that impacts the K-12 education scene'.
- Special Sections:** 'Crime Scene', 'The Front Paw', 'The Inside Scoop', 'Vote '09'.
- Advertisements:** 'FastForward Checking' by NewBridge Bank, 'TOP JOBS SEARCH' by Triad Careers, 'TOP CARS' listing Mercedes-Benz and Toyota.

IMPACT the News-Record.com audience!

- 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 = 191,000
10% packages = 95,000

TARGET

QUALIFIED POTENTIAL CUSTOMERS

REACH

USERS SEEKING THE LATEST NEWS AND INFORMATION

MAXIMIZE

YOUR ADVERTISING DOLLAR

20% SOV 10% SOV

| | | | |
|---|----------------------|---------|---------|
| 1 | Leaderboard (728x90) | \$2,650 | \$1,325 |
| | Magazine (300x600) | \$3,500 | \$1,750 |
| 2 | Big Box (300x250) | \$2,926 | \$1,460 |

*Add 25% to price for Rich Media creatives

RESERVE YOUR AD TODAY!

Contact your News-Record.com Account Executive