sctimes.com

YOUR GUIDE TO DIGITAL OPPORTUNITIES

Times MEDIA
Connecting Customers. Delivering Results.

AUDIENCE PACKAGES:

Revised and refreshed to deliver more value than ever!

- Within the Times Media products, we showcase a variety of effective online products that are specifically designed to reach niche audiences with special interests. This rich and robust online network is designed so consumers can engage, interact and access news, information, entertainment, social networks and more. Our readers can interact with each of these sites by sharing their ideas and comments, download videos and connect directly to businesses whose products and services fit their needs. With a variety of choices, these specialty websites help you target your best customers.
- Among the core online audiences, our digital products can reach Baby Boomers, Men, Women, Women with Children, Young Professionals, Families With Teenagers, and Mass Audience.
- Our audience packages are available in five different price points, ranging from $248.50 to $1604.
- ZAG (ZIP, Age, Gender) functionality is available at certain levels.
- Increased Value Added impressions including some positions on our home page.
- Our Audience Packages offer over 40% more value than the same positions purchased a la carte.
- Ask your sales representative for specific details.

AUDIENCE PROFILES

- **BOOMERS** are online checking email, booking travel reservations, reading news and accessing financial information. 93% of Baby Boomers access the Internet regularly.
- **MEN** are active online. 46% of men in Central Minnesota are visiting sctimes.com checking sports scores, weather and local news.
- **WOMEN** are active online as well. The majority of visitors to sctimes.com are women. They are well educated, slightly more affluent, and employed, making them a strong target for receiving ad messages. They control the majority of household spending.
- **WOMEN WITH CHILDREN** are mutlitaskers and budget conscious. Any product or service that allows them to save time and/or money is of great interest.
- **REACHING MASS AUDIENCE** on sctimes.com is possible in Central Minnesota. 71% of all Central Minnesota adults access the Internet each week compared to 69%, the US average.
- **YOUNG PROFESSIONALS:** The sweetspot of Internet consumers, adults, age 25-40 are among the most active online consumers. They're active in social networking and entertainment like Facebook and Jam.mn.
- **ENTERTAINMENT:** Art, music, food, videos. UpXNow. com reaches a diverse audience looking for options on local dining, art and entertainment.
- **BUSINESS:** Deliver your targeted message to a niche market of influential decision makers. 87% of ROI readers are in CEO, President, Director or senior management positions.
- **EMPLOYMENT:** Combine Times Classified, the regions number one source for classified ads, in print and online. wth the national reach of CareerBuilder and maximize your recruitment efforts.

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For more information, contact your Times Media account representative at 320-255-8793.

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Connect with more Central Minnesota Internet users.

Reaching more than one out of four Central Minnesota adults (27%) every month, sctimes.com has more visitors than any other local news/information Web site in the St. Cloud market! In 2010 sctimes.com hit record numbers of page views – averaging more than 4.9 million each month. Combined with the power of careerbuilder.com, cars.com, apartments.com, and momslikeme.com, sctimes.com delivers a rich, multi-faceted Web site designed to be the #1 information source to the online Central Minnesota adult.

sctimes.com visitor profile:

- 46% male, 54% female
- 5% are 18-24
- 17% are 25-34
- 19% are 35-44
- 26% are 45-54
- 32% are 55+
- Median annual household income is $52,588
- 83% own their home, higher than the market average of 81%
- 33% have college degrees, compared to 22% of the entire market
- 47% have children in the household, higher than the market average of 41%

Financial outlook:

- 54% have an auto loan
- 63% have a home mortgage
- 29% have mutual funds
- 35% invest in stocks or stock options

Technology/media habits:

- 74% have a broadband Internet connection
- 81% have purchased something on the Internet in the past year
- 46% own a DVR
- 86% have wireless/cell phone service
- 32% more likely than the overall market to use their mobile phone for text messaging
- 56% more likely to use their mobile phone for Internet access

Product information:

sctimes.com is the most visited site for news and information in Central Minnesota. With multiple products and a wide reach, this Web site delivers you the most potential customers. sctimes.com offers:

- Banners and splash pages
- E-mail blasts
- Newsletter sponsorship
- Text alerts
- Sctimes.com on your mobile phone
- Rich-media "window shade/pencil ads," flash
- Exclusive site sponsorship opportunities

Source: Omniture, 2010; Claritas 2009; Wilkerson and Associates 2007 market study

Retain and Grow Your Digital Campaigns with Detailed Reporting from sctimes.com

- *HELIOS REPORTS: Available weekly or monthly, our detailed HELIOS reports allow you to measure your online ad impressions and click-throughs from sctimes.com to your own web site.*
- *HELIOS reports can be set up to automatically (and conveniently) deliver right to your inbox for convenient analysis of your web campaigns.*
- *Best of all, HELIOS reports are FREE...and a great tool to measure your ad effectiveness and make adjustments to maximize your marketing investment.*

BY THE NUMBERS:

Each month, we provide a detailed analysis of the overall traffic to sctimes.com. This report is helpful tool in analyzing overall site traffic, page view growth, unique visitor traffic and demographic data about that month's visitors to sctimes.com. Ask your Times Media account representative for details.

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WHY ONLINE MARKETING SHOULD BE PART OF YOUR MARKETING STRATEGY

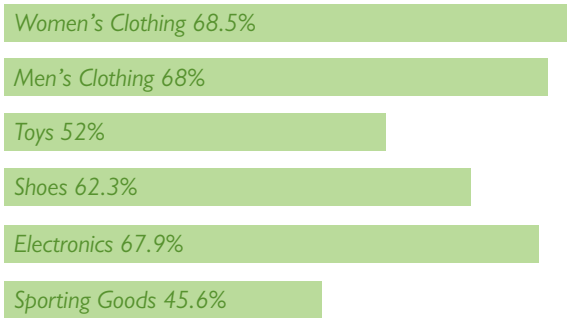
Search engines are now the #1 resource used by consumers looking for products and services from local businesses.

In fact, 8 out of 10 internet users now use search engines to find local businesses. So it makes sense that businesses that aggressively market themselves on search engines and in local online media channels are in the best position to grow. With a Times Media targeted online package, you'll not only drive traffic, you'll also drive results for your bottom line. Plus, with our innovative audience packages, it's easy to get started.

78%
of consumers
have researched a product or service online only to make the purchase offline from a local business.

Brick and mortar stores still the most preferred shopping channel

In the midst of all the data on media influence, online research and website visits, consumers still identify brick and mortar stores as being the primary choice for shopping.



According to US Internet Users, January 2009; Acxiom Research

ONLINE'S INFLUENCE ON SHOPPING

Consumers are still motivated to shop in-store yet they are doing far more research prior to that visit than ever before, particularly among consumers who are most likely to lead the economic recovery with increased discretionary spending. Online marketing provides an easy, convenient opportunity for consumers to do some research about your business before getting to the store. More and more, this is becoming a pre-shopping ritual among today's time-strapped consumers.

Newspaper Websites - integrated components of audience delivery

- Newspapers and newspaper websites now reach 77% of adults in a week.
- More than 44 percent of all active Web users visit newspaper websites.
- The St. Cloud Times owns the #1 website in the region.
- Sctimes.com extends your marketing reach to younger, more affluent audiences and builds frequency to a highly desired audience core.
- Newspapers and newspaper websites create an effective integrated marketing mix, driving further consumer research that often results in a subsequent purchase.

Media Usefulness	*Newspaper*	*Internet*
Learning about promotions	68%	42%
Deciding where to buy	54%	45%
Deciding when to buy	43%	30%

Online audience "lift"

As news and information audience migrates to the Web, some extraordinary media dynamics continue to emerge in the blending of print/online:

- The St. Cloud Times' website, sctimes.com, adds approximately 8% lift in overall weekly audience to the printed newspaper.
- sctimes.com's audience is a "lean-forward" audience - affluent, skews slightly female, younger and highly engaged in information consumption.
- sctimes.com averages more than 300,000 unique visitors each month, viewing more than 4.9 million pages.

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HIGH IMPACT "AUTOMATIC" AD UNITS

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STAND OUT AND MAXIMIZE YOUR EXPOSURE WITH UNIQUE POSITIONING

High impact, rich media ads are ad units that automatically expand, push down, cover content or are inserted between page clicks as readers move from page to page. These ads disrupt the site experience for a very short time frame - usually 5 to 7 seconds - commanding attention and maximizing your exposure.

1. *INTERSTITIALS:* AD UNITS THAT APPEAR BETWEEN CONTENT PAGES:

- Interstitial ads may play for a maximum of 7 seconds.
- Sound must be user-initiated.
- Ads must close automatically upon play completion.
- Exclusively yours - interstitials are available to only one advertiser per day.
- Each unique visitor may only experience one interstitial each day with the number of plays capped at 1 per 24 hours.
- Ad must launch between the first and second page in user's session
- **$40/m (minimum of 10,000 impressions per day.)**

2. *FLOATING ADS:* AN AD UNIT THAT APPEARS TO FLOAT OVER THE WEB PAGE BEFORE DISSOLVING INTO A LEAVE-BEHIND STANDARD AD UNIT:

- Ads must fit into standard IAB sizes and appear for a maximum of 7 seconds.
- Only one floating ad per page.
- Ads should include a control that allows the user to stop the ad with a "Close" button required.
- Each unique visitor may only experience one floating each day with the number of plays capped at 1 per 24 hours.
- Floating ads may not be on the same page as pencil or peel backs.
- **$40/m (minimum of 10,000 impressions per day.)**

3. *LAUNCH PADS:* AUTO-EXPANDABLE/ RETRACTABLE ADS (a.k.a. PENCIL ADS OR SLIDING BILLBOARDS:

- Launch pad ads are anchored at the top of the page and automatically expand when the page is rendered.
- Ads "push down" and avoid covering page content.
- The ad delivers within a few seconds after page opens and remains open for five sends and then snaps shut. The maximum exposure is about 7 seconds.
- Launch pad positions are available :

  Umbrella - $450 Monday-Friday, $300 Saturday -Sunday,
  Local News - $250 Monday-Friday, $175 Saturday -Sunday
  Sports - $100 Monday-Sunday

4. *POP UNDER ADS:* AN ADVERTISING EXPERIENCE THAT UTILIZES A WEB-BROWSER INITIATED ADDITIONAL WINDOW TO DELIVER AN AD IMPRESSION EITHER DIRECTLY ABOVE OR BELOW THE EXISTING BROWSER EXPERIENCE:

- Users are exposed to no more than one pop-under ad per day.
- Pop-under ads should be clearly labeled with the name of the network/advertiser/publisher/browser type (if applicable.)
- Audio on pop-under ads should be user initiated.
- Pop-under ads require a mandatory close box.
- **$40/m (minimum of 10,000 impressions per day.)**

Guidelines for High-Impact Ad Units

- *Ads must fit within standard display ad placements.*
- *Ads will appear only on home page and section fronts and not on story or forum pages.*
- *Expandable ad units need to be scheduled as push-down and not cover the content of the page.*
- *Multiple advertisers may not be scheduled to a single ad placement but sold on scheduled on a one-day exclusive basis.*

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USER INITIATED RICH MEDIA ADS

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SAY IT WITH SOUND AND CREATIVITY:

As the name implies, user-initiated rich media ads are any ad unit that becomes expandable or includes sound upon the user's request (e.g. mouse over the ad to initiate expansion). While some of these ads may cover content on the page or include sound, the user pre-determines that this is acceptable. These are considered premium ad units and are less restrictive, allowing you to maximize your message through large, attention grabbing units that incorporate full rich media features and functionality.

1. *EXPANDABLE AD UNITS (a.k.a. "Roll-Overs"):*

ALLOWS THE AD TO EXPAND ON MOUSE-OVER OR CLICK INTERACTION:

- These ads appear in the body of the page within designated ad positions.
- Ads are initiated when the user rolls (mouse) over the ad unit to view more content.
- Ads will not take up more than 50% of the page size.
- Include a call to action (Click to Expand, "Rollover", "Expand" to increase greater results.

CPM of the Ad Position plus $3.00/M

2. *PEEL-BACK ADS:* LOCATED IN THE TOP RIGHT CORNER, THIS UNIT ENABLES USERS TO INTERACT AND UNVEIL DEEPER CONTENT.

- When your Peel-Back ad expands, your content lays over the editorial, focusing significant attention on your marketing message.
- Ads will appear at the top of the page and are intended to be user initiated.
- Ads should include a control that allows the user to stop the ad with a "Close" button required.
- Exclusively yours - Peel-Backs are available to only one advertiser per day.
- Launch pad positions are available :

  Umbrella - $375 Monday-Friday, $250 Saturday -Sunday,

  Local News - $200 Monday-Friday, $125 Saturday -Sunday

  Sports - $50 Monday-Sunday

3. *IN-BANNER VIDEO:* INTERACTIVE ADS THAT INCLUDE VIDEO AND SOUND - THE PERFECT PLATFORM TO GAIN ATTENTION

- These dynamic user-initiated ads come alive with site and sound when the readers clicks the sound link contained in the ad.
- In-Banner Video ads are available as leaderboards, content well, poster, launch pads and interstitials.
- Your ad should have a stop, play and pause button.
- Video ads will follow the same policies as interstitials and/or expandable ads
- Videos should not exceed 30 seconds
- Allow extra time for processing of video and/or production.

CPM of the Ad Position plus $3.00/M

Guidelines for User Initiated Rich Media Ads

- Ads must fit within standard display ad placements.
- Ads will appear only on home page and section fronts and not on story or forum pages.
- Expandable ad units need to be scheduled as push-down and not cover the content of the page.
- Multiple advertisers may not be scheduled to a single ad placement but sold and scheduled on a one-day exclusive basis.

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ONLINE A LA' CARTE OPTIONS

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A POWERFUL MEDIUM TO MAXIMIZE YOUR MARKETING INVESTMENT:

Leverage the power of the most-visited website in Central Minnesota, sctimes.com. Today's marketing efforts require a multi-media approach to capture the attention of busy consumers where they are, when they want to find you and on platforms they find most useful to their lifestyle. Online content, including advertising information, takes center stage in today's complex media environment.

ONLINE SIZES AVAILABLE:

ONLINE SIZES	SIZE
Content Wells	300 x 250
Leaderboard	728 x 90
Skyscraper	160 x 600
Poster on Article Read Page	300 x 600
Pencil Ad	940 x 30
Expands to 940 x 340	
Floating Ad	300 x 300
Contracts to 300 x 250 in stationary ad unit	
Interstitial	810 x 550
Roll Over Content Well	300 x 250
Expands to 300 x 600	
Roll Over Leaderboard	728 x 90
Expands to 728 x 383	
Roll Over Skyscraper	160 x 600
Expands to 400 x 600	
Mobile 1	120 x 20
Mobile 2	168 x 28
Mobile 3	216 x 36
Mobile 4	300 x 50
Photo Gallery Ads	600 x 383

2011 A LA' CARTE ONLINE RATES

POSITION		RATE
ROS		$15/M
UMBRELLA PAGE AND LOCAL NEWS SECTION FRONT		
	Above the fold	$37/M
	Below the fold	$18/M
SECTION FRONTS:		
Life, Sports, Opinion, Obits,	Above the fold	$31/M
Entertainment, Marketplace,	Below the fold	$15.50/M
MomsLikeMe.com, Jam.mn, etc.		
ARTICLE READ PAGES:	Above the fold	$25/M
	Below the fold	$25/M
Poster Size Ads	All Positions	$27/M
SPONSORSHIPS:		
Planet Discover Search Sponsorship	5 available	$750
Weather Page Sponsorship	4 available	$500
PLANET DISCOVER:		
Text Ads: One Week		$14/M
Text Ads: One Month		$45/M
FIND IT NOW:		
Premium Listing: Restaurants		$89/M
Premium Listings: All other		$99/M
Enhanced Listing: Restaurants		$39/M
Enhanced Listing: All other		$49/M
PHOTO GALLERY: Position is 3rd frame in on one gallery		$100/Month
VIDEO PRE-ROLL: 15 second pre-roll video, Minimum 5000 impressions		$32/M
MOBILE RATES:		
Mobile impressions:	Minimum, 10,000 impressions	$40/M
Mobile text alert ads:	Minimum 10,000 impressions	$40/M
Mobile text ads:	1 of 4 text ad positions on mobile site	$199/wk
E-MAIL NEWSLETTERS:		
Skyscraper impressions:		$30/M
Admail		$70/M
VIDEO AD DEVELOPMENT:		
Splash page	File size limits = 30k/50k	$100/M
Animated GIF	5 frame limit	$50/M
Flash Development		$100/hr.

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