

Benefit from the Region's Best Digital Advertising Value!



ALL NEW!

- Cutting Edge Design
- User-Friendly
- Fresh Local Content
- Superior Photography & Graphics
- Updated 7 Times Weekdays;
3 Times Weekend

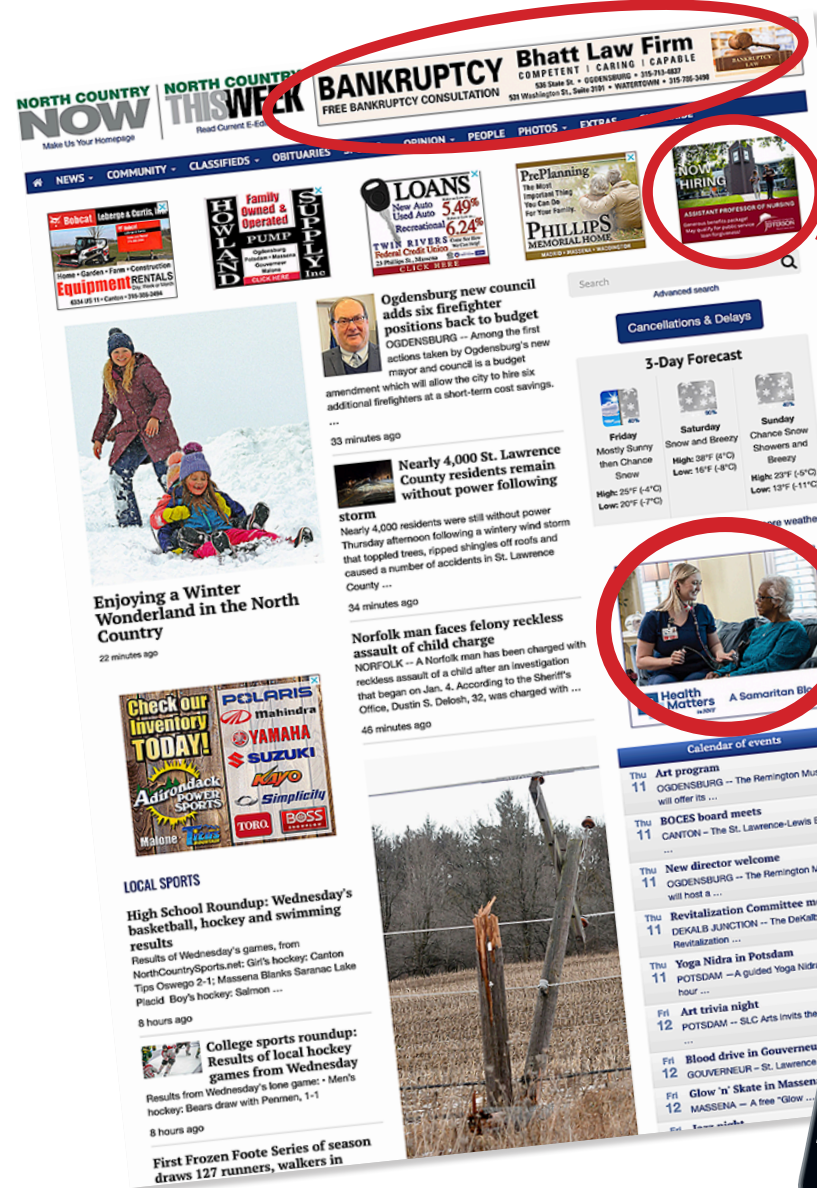
NORTH COUNTRY NOW

.COM

- ✓ More than 2.5 Million Page Views Monthly
- ✓ More than 30,000 Daily Homepage Visits

315-265-1000 • thisweek@NorthCountryNow.com

Home Page Ad Options



Top of Page Leaderboard

728 x 90 pixels desktop
320 x 100 pixels mobile

Top of Page Rectangle

180 x 150 pixels desktop
300 x 250 pixels mobile



Medium Rectangle Ad

300 x 250 pixels
desktop & mobile

Economical Options

View Examples of Top of Page Rectangle Ads on Back Page

News & Sports Top of Page Rectangle

60,000

Monthly Viewable Ave. Impressions

180 x 150 pixels at the top of the page under toolbar on desktop and tablet. Does not include mobile.

Contract Period	WEEKLY RATES	
52 weeks	\$28	Add animation for only \$25 per week!
26 weeks	\$32	
13 weeks	\$36	
8 weeks	\$40	

Obituary Top of Page Rectangle

75,000

Monthly Viewable Ave. Impressions

180 x 150 pixels at the top of the page under toolbar on desktop and tablet. Does not include mobile.

Contract Period	WEEKLY RATES	
52 weeks	\$28	Add animation for only \$25 per week!
26 weeks	\$32	
13 weeks	\$36	
8 weeks	\$40	

Splash Pages

Increase the effectiveness of Your Banner Ad!

Linking your ad to a splash page allows you to:

- Describe benefits & services
- Offer special deals & pricing
- Encourage shoppers to buy now

\$10 per week

Home Page Rates

Ad Location	Top of Page Leaderboard At very top of page Desktop 728 x 90 pixels Mobile 320 x 100	Top of Page Rectangle Desktop & tablet below toolbar 180 x 150 pixels,	Medium Rectangle Desktop & tablet 1st & 3rd column 300 x 250 pixels, phone within newsfeed 300 x 250 pixels
Total Ave. Impressions	50,000 Monthly Viewable Ave. Impressions • 27,000 Desktop • 23,000 Phone/Tablet	100,000 Monthly Viewable Ave. Impressions Desktop /Tablet Only	50,000 Monthly Viewable Ave. Impressions • 42,000 Desktop • 8,000 Phone
Ad Benefits	The Most Mobile Ads!	Prominent Location!	The Biggest Ads!
Number of Weeks	Prices Per Week		
2	\$156	\$154	\$205
4	\$142	\$138	\$170
8	\$128	\$126	\$149
13	\$120	\$118	\$142
26	\$110	\$108	\$136
52	\$102	\$100	\$124
Add Animation	\$25	\$25	\$25

**Save
Even
More!**

**10%
Discount**
with any 2
Home or Inside
Packages

**20%
Discount**
with any 3
or more
Home or Inside
Packages

Mobile Home Page Roadblock

**Very High
Impact!**
Requires Viewers To
'Click Out' of Ad

Ad appears before home page is
viewable; viewers must click on ad or out
of ad to view home page
250 x 250 pixels

20,000 Ave. impressions per month
\$70 / week



Inside Ad Package Options

Top of Page Leaderboard
728 x 90 desktop
320 x 100 mobile

Top of Page Rectangle
180 x 150 pixels
Desktop/Tablet only

Medium Rectangle
300 x 250 pixels
Desktop & mobile

Top of Page Leaderboard

728 x 90 desktop
320 x 100 mobile

Medium Rectangle

300 x 250 pixels
Desktop & mobile



Prices Per Week

Number of Weeks	Top of Page Leaderboard 728 x 90 pixels desktop 320 x 100 pixels mobile	Medium Rectangle 300 x 250 pixels desktop & mobile
2	\$104	\$80
4	\$88	\$66
8	\$84	\$59
13	\$74	\$52
26	\$69	\$48
52	\$60	\$42

Add Animation for Only \$25/Week!

3 Packages To Choose From!

1. NEWS & SPORTS

LEADERBOARD: 50,000 AVE. VIEWABLE IMPRESSIONS
approx. 26,000 desktop and 24,000 phone & tablet

MEDIUM RECTANGLE: 60,000 AVE. VIEWABLE IMPRESSIONS
approx. 35,000 desktop and 25,000 phone & tablet

2. OBITUARIES

LEADERBOARD: 50,000 AVE. VIEWABLE IMPRESSIONS
approx. and 26,000 desktop and 24,000 phone & tablet

MEDIUM RECTANGLE: 75,000 AVE. VIEWABLE IMPRESSIONS
approx. 52,000 desktop and 18,000 phone & tablet

3. CLASSIFIED ADS

LEADERBOARD: 20,000 AVE. VIEWABLE IMPRESSIONS
approx. 12,000 desktop and 8,000 phone & tablet

MEDIUM RECTANGLE: 20,000 AVE. VIEWABLE IMPRESSIONS
approx. 12,000 desktop 8,000 phone & tablet