

# CONNECT and ENRICH ST. LAWRENCE COUNTY

**Helping Our Communities**

Stay Informed... Address Issues... and Thrive

**NORTH COUNTRY**  
**NOW**.COM

**NORTH COUNTRY**  
**THISWEEK**

COMMITTED TO OUR COMMUNITIES

315-265-1000 • ThisWeek@NorthCountryNow.com • P.O. Box 975, 4 Clarkson Ave., Potsdam, NY 13676

# CONNECTING...

## ST. LAWRENCE COUNTY

### IMPORTANT LOCAL NEWS

- Coverage of local government, essential for our democracy
- Accurate, unbiased reporting, not one-sided info often found on social media
- News you can use -- what is going on at the library, museum and recreation department

### BUSINESS DEVELOPMENT

- No other source provides more ways to “Shop Local!”
- Professional marketing services for local businesses and organizations
- County’s most comprehensive listing of help wanted ads: we help people find their next job

### COMMUNITY BUILDING

- Week after week, free promotion of our many events and recreational opportunities
- From making the dean’s list to receiving a promotion, we recognize local accomplishments
- Through our letters pages, a free platform to share issues of community concern





# SATURATING... ST. LAWRENCE COUNTY

*With about 40,000 households and 86,000 residents over age 18:*

## NORTH COUNTRY THIS WEEK

- Read over **34,000 TIMES** each week
- Read in **60-80% OF HOUSEHOLDS**, often several times

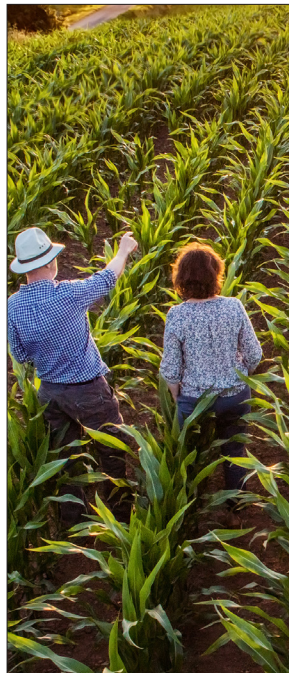
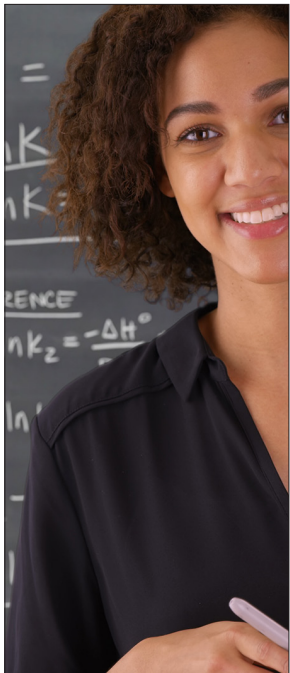
## NORTHCOUNTRYNOW.COM

- More than **2.0 MILLION PAGE VIEWS** each month
- **20,000 DAILY VISITS**

## SOCIAL MEDIA

- NorthCountryNow.com Facebook page is the **#2 MOST-LIKED PAGE** in St. Lawrence County

**REACH** **80%** of  
COUNTY  
Households  
each month  
in **PRINT**  
**ONLINE**  
**MOBILE**  
**SOCIAL**





# TOGETHER...

**let's continue to connect, enrich  
and inform St. Lawrence County.**

*Your support allows us to provide important information  
and services St. Lawrence County residents deserve.*

- **FREE** publicity for **HUNDREDS** of **ORGANIZATIONS**
- **A WINNING COMBO** of **PRINT | ONLINE | MOBILE | SOCIAL**
- **VALUABLE OUTREACH** with special "Spotlight" pages
- **SPECIAL SPONSORED CONTENT** focusing on: schools, sports, photos, food & more!

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