MISSION STATEMENT
The Clinton Herald will be the dependable source for local news, provide our readers a public forum to express their needs, interests and concerns, and engage in community activities that enhance the image and character of our newspaper and our communities.

The Clinton Herald is NEWS about YOU!

VIEWERS
90,076 Unique Visitors and Over 472,260 Page Views per month!
**Digital Marketing**

**CAPTURE OUR DESKTOP AND MOBILE AUDIENCE**

**ALL IN ONE CAMPAIGN!**

**DIGITAL ADVERTISING RATES**

$15/CPM - Open rate

5,000 impression minimum

**www.CLINTONHERALD.COM**

**DIGITAL AD SIZES**

- 300px x 600px
- 300px x 250px
- 728px x 90px
- 320px x 50px
- 300px x 50px

**INTERNET ADVERTISING GUIDELINES**

Online ad guidelines: Acceptable formats include: .jpg, .gif, and .swf.

Flash ads should have a click tag & appear exactly as follows with no URL included: on (release {getURL (_level10.clickTAG,"_blank");})

Video ads must be submitted in .swf format with an initial load size of no larger than 80k.
DIGITAL TAKE-OVER

DIGITAL TAKE-OVER RATES

Wallpaper Only: $80 per day (Monday - Thursday), $115 per day (Friday - Sunday)
Homepage Takeover: $300 per day

• A creative way to make a BIG splash with our users.
• Advertiser has the opportunity to surround the Clinton Herald homepage with your branding message!
• Your message will resonate with our users in a BIG way. Immediately click through to your website or chosen advertising material.
• For maximum impact, advertiser can choose to combine wallpaper + ATF (above the fold) ad spaces for takeover of entire page!
• Provides you with the exclusivity for the entire day.

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SLIDING BILLBOARD RATES

$115 per day

• This unit achieves its high impact status without being intrusive to the user.
• User can be directed to your website on the first click or expand the unit and click again to access the site.
• 6,000 - 7,000 impressions per day

Pencil Ad 950 x 45

Billboard Ad 950 x 250

Over 12,750 followers on Facebook.
Over 2,580 followers on Twitter
Over 54% of traffic to our site is through Facebook referral

www.facebook.com/clintonherald
www.twitter.com/clintonherald | @ClintonHerald
DAILY NEWSLETTER
The daily newsletter delivers the top local news and headlines 5-7 days/week, and includes links to the popular section of the website

BREAKING NEWS ALERTS
Breaking news alerts are triggered any time the Breaking News flag is checked on a story. These alerts are sent in real time.

300 x 250 ad is included with purchase of Newsletter ad.

* Added Value: Newsletter advertisers get more exposure in breaking news at no charge.

2200 DAILY CLINTON HERALD EMAIL NEWSLETTER SUBSCRIBERS
48,400 EMAILS SENT PER MONTH

NEWSLETTER AD SIZES
Box Ad: 300px x 250px
Strip Ad: 580px x 72px

NEWSLETTER RATES - 300x250

<table>
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<th>3 MONTHS</th>
<th>6 MONTHS</th>
<th>9 MONTHS</th>
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NEWSLETTER RATES - 580x72

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RATES INCLUDE BREAKING NEWS ALERTS