

JohnsonCityPress.com & TimesNews.net

Type	Size	OPEN RATE	3 months	6 months	12 months
Medium Rectangle	300x250	\$15 CPM (Add \$1 CPM for dedicated homepage placement)	\$10 CPM	\$9 CPM	\$7.50 CPM
Leaderboard	728x90	\$20 CPM	\$15 CPM	\$11 CPM	\$7.50 CPM
Expandable Banner	970x250	\$150/Day			

File Size Limits: 40kb static and 100kb GIF and Expandable Banners

Video

ROS and Pre-roll
:15 sec - \$20 CPM
:30 sec - \$25 CPM

Targeted E-mail Marketing

Johnson City Zone (15,000) \$300 per blast
Kingsport Zone (15,000) \$300 per blast
Combined Market (30,000) \$450 per blast

Native Advertising

The Branded Content Approach

Front Page \$25 CPM • Sports \$15 CPM • Community \$15 CPM • Business \$15 CPM • Local News \$15 CPM

Receive \$5 CPM discount when you provide "publish ready" version of your advertorial.

News Digest and Breaking News Sponsorships

JohnsonCityPress.com sponsorship \$100/week
TimesNews.net sponsorship \$100/week

Ask about discounts for extended campaigns.
Prices effective for 90 days. Subject to change.

Digital Agency Services

Branding and Identity • Re-targeted / Internet Marketing
Mobile Development • Search Engine Marketing
Video Production • Website Design and Development



JohnsonCityPress.com
(423) 929.3111
more.johnsoncitypress.com

TimesNews.net
(423) 246-8121
more.timesnews.net

Digital Marketing JohnsonCityPress.com TimesNews.net



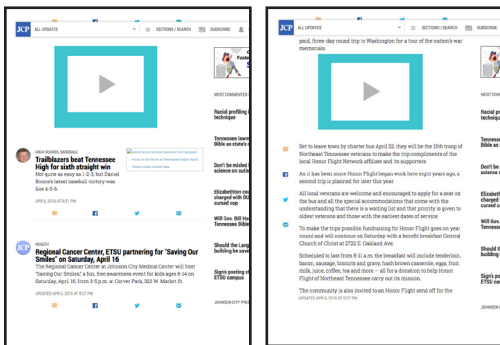
Digital Advertising Positions



Expandable Banner
Homepage and Section Fronts
(970 x 250)

Leaderboard
(728 x 90)

Medium Rectangle
(300 x 250)



ROS Video Pre-Roll

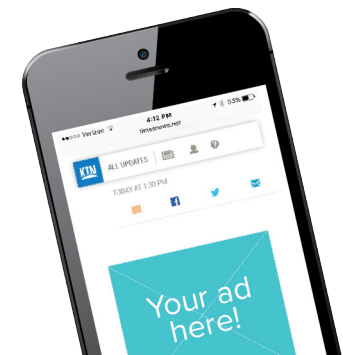
Pre-roll video ad:
:15 sec. spot
:30 sec spot

In-video logo
(video sponsor)

Northeast Tennessee's Leaders in Information

JohnsonCityPress.com and **TimesNews.net** are the online home for Northeast Tennessee, the place where area residents go for the latest news and information produced by the journalists from NET Media Group's daily and weekly newspapers serving Washington, Sullivan and Unicoi counties. With more than 11 million page views and over 870,000 visitors per month, JohnsonCityPress.com and TimesNews.net are the leading local websites in the market, giving businesses another great venue to promote their goods and services.

- More than half of online consumers use local newspaper websites to get local information
- Newspapers outrank other media websites as "most trusted".
- Local newspaper sites have the greatest overall reach as a source of local information.
- Source NAA



No other media company provides better online advertising results!