

Reach Thousands More Each Week

In addition to your print ad reaching **thousands of print readers every week**, you can enhance your marketing effort using our multi-media platform. By choosing our online advertising enhancements you can **reach thousands more!**

SEO, Facebook, E-Blast, and more

When you choose the SEO option for your print ads, your work is done!

SEO service provides:

- Your print ad automatically fed into our website at wilsoncountynews.com
- Keywords are extracted from your print ad, making your ad a searchable document
- A link to your website
- Placement in our website business directory
- An Advertiser Profile is created for your business. This is a page on our website devoted entirely to you, the advertiser.

The page can display detailed information about the business, show a Google Map of the business' location, and display up to two images, such as the business' logo and storefront.

- Analytics for your print ad's online performance

Ad feed into website:



Advertiser Profile:

Wilson County News

Your Community's Connection | wilsoncountynews.com | (For an advertiser's subscription for discounts)

Share (Share on newsstands | Subscribe for discounts)

General Information



ADVERTISER PROFILE

Location:
1012 C Street
Floresville, TX 78114

Phone Number:
830-216-4519

Email address:
tzedek@wcn-online.com



Analytics:

Report Date: Dec 6, 2017


Advertising Report for SAMPLE ADVERTISER

Total for all Wilson County News display ads

| | Last Week | Last 4 Weeks | Last 12 Weeks | Last 26 Weeks |
|------------------|-----------|--------------|---------------|---------------|
| Display Ads: | 1 | 4 | 12 | 24 |
| Impressions: | 5,833 | 39,063 | 89,646 | 154,828 |
| Actions(clicks): | 3 | 16 | 42 | 79 |
| Action Rate: | 0.05% | 0.04% | 0.05% | 0.05% |
| Website Clicks: | 4 | 16 | 92 | 196 |
| Profile Views: | 0 | 5 | 16 | 28 |

Currently Running Display Ad

There's Still Time to Book Your Holiday Portrait!



The Photo Booth

1234 Washington Street | Knoxville, TN
800-456-7890 | www.photo.com

SAMPLE AD METRICS

| DESCRIPTION | PRICING |
|--|--------------------|
| SEO | See ROP rate sheet |
| SEO and Facebook Share | \$25/month |
| | \$10/week |
| <i>(Add \$10/week to any SEO print ad rate on ROP rate sheet or add \$25/month with your multi-media advertising package.)</i> | |
| Your print ad will be shared on the Wilson County News Facebook page with over 14,000 followers! | |
| E-Blast | \$200 |
| Your print advertisement shared in an email to more than 4,000 subscribers | |

Phone App Advertising

Banner Ads \$50/month
Banner ad positioned at bottom of screen

Native Advertising \$75/month
Position anywhere in app (with some exceptions) includes text and photo with link to business email, phone number, and link to business website

Splash Page Ads \$100/month
Ads appear between pages of app. Ads are the size of the screen

myWCN phone app is a free download available for Android and iOS devices.



Website Banner Advertising

- Global Ads** Entire Site - 1000x60 pixels \$100/week
- Pinnacle Ads** Home Page Group - 228x114 pixels \$250/month
- Pinnacle Ads** Premium Page - 228x114 pixels \$75/month
- Tween Ads** Home Page - 228x114 pixels \$125/month
- Foundation Ads** Home Page Group - 247x124 pixels \$60/month
- Foundation Ads** Premium Page - 247x124 pixels \$40/month

Home Page Group: Home page, Weekly News Stories
Premium Pages: Breaking News, Community Calendar, Classifieds

Call our customer service team at 830-216-4519.