

# Examiner.com

ADVERTISING OPPORTUNITIES

2008

examiner.com





# Examiner.com

## ***What is Examiner.com?***

Examiner.com has expanded into 60 markets across 50 states and is building a community of "Examiners" to connect people with local knowledge on specific topics ranging from lifestyle to business to politics.

## **OUR AUDIENCE IS...**

### ***Well Educated***

60% bachelor and advance degrees

### ***High Income***

40% household income over \$75,000

### ***Elusive Consumers***

69% high –consumption age bracket

## **You'll find an Examiner.com in:**

Albuquerque, Anchorage, Atlanta, Baltimore, Billings, Birmingham, Boise, Boston, Burlington, Charleston, Charlotte, Cheyenne, Chicago, Cleveland, Columbia, Dallas, Denver, Des Moines, Detroit, Fargo, Hartford, Honolulu, Houston, Indianapolis, Jackson, Las Vegas, Little Rock, Los Angeles, Louisville, Manchester, Miami, Milwaukee, Minneapolis, Nashville, New Orleans, New York, Newark, Norfolk, Oklahoma City, Omaha, Orlando, Philadelphia, Phoenix, Pittsburgh, Portland, Portland Maine, Providence, Sacramento, Salt Lake City, San Diego, San Francisco, San Jose, Seattle, Sioux Falls, St. Louis, Tampa Bay, Washington DC, Wichita, and Wilmington



## **WHAT WE HAVE TO OFFER**

### ***Targeted, No Waste Advertising***

Your ads will be delivered on your schedule to your choice of geographical, contextual, and demographic targets. Ensuring the right audience at the right time.

### ***Impression Advertising***

Maximize your audience by placing your ad within our newspaper site SFexaminer.com, targeted local edition of Examiner.com or a regional combination of cities within the Examiner.com 60 city network. **728X90, 300X250, 300X600 advertising units available.**

### ***Channel/Section Sponsor***

Ensure success with an exclusive ad position to your targeted, relevant audience. Let your brand, logo, or advertising message capture the view of every visitor within your choice of section or channel with a sponsorship campaign. **\$2,000 - \$5,000**

### ***Seize the Day!***

You are the exclusive Home Page advertiser in the banner position of your choice for a full 24 hours. Guaranteed a 100% share-of-voice on the Home Page of SFexaminer.com and the local Examiner.com edition. **\$600**

### ***Road Block***

Purchase all our banner advertising units to be served simultaneously. Your choice of home page or channel/section front. Available on a 24 hour basis. **\$1,000 home page or \$700 channel or section**



# Examiner.com

- ▶ Deliver your targeted, interactive advertising message to a local, "at work" audience.



**A** **Leaderboard \$15CPM**  
Most prominent ad, top of page presentation.



**B** **Half Page \$20CPM**  
Our most dominant ad  
Delivery with impact



**C** **Rectangle \$15CPM**  
Presented within our  
most valuable content



## Deadlines

Live Date	Deadline 5pm
Monday.....	Wednesday
Tuesday.....	Thursday
Wednesday.....	Friday
Thursday.....	Monday
Friday.....	Tuesday
Saturday.....	Wednesday
Sunday.....	Wednesday

## Advertising Dimensions

Position A	728 x 90 pixels
Position B	300 x 600 pixels
Position C	300 x 250 pixels
Exam Sponsorship	125 x 125 pixels

## File Delivery

Send via email to [creative@examiner.com](mailto:creative@examiner.com). The following information should be supplied with your email: Advertiser name, run date(s), ad size, click-thru URL, and filename.

## Contact:

Steven Metzinger  
[smetzinger@examiner.com](mailto:smetzinger@examiner.com)  
303.299.1454

## Insertion Order

Ad Position (A,B,C) \_\_\_\_\_ imp/m \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Link URL: \_\_\_\_\_

Total \$ \_\_\_\_\_

Company: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Salesperson/Date: \_\_\_\_\_

## Copy Regulations

### Special Services

- Basic design service is available for free.
- Proofs will be emailed to customer upon request for all ads, providing copy submitted by deadline.
- Additional charges may be assessed for audio/video streams and custom animation.

### Terms and Conditions

- Approved credit application required for Net 30 term.
- Online advertising accepted on cash with order basis until credit has been approved.
- Contracts may not be back-dated outside of current month.
- If more advertising than contracted is used during the agreement period, the established rate in effect will extend to the added service. If less advertising than contracted for is used during the agreement period, the advertiser may be subject to a pro-rated amount or may be charged the full amount of the agreement.

### Mechanical Requirements

- Original artwork must be supplied in the following formats: JPEG, GIF, TIF, or PSD.
- Sizes conform to the Interactive Advertising Bureau Standards and Guidelines.  
<http://www.iab.net>
- File requirements:  
All sizes: Static 20k – Rich Media 30k.  
Flash must be .swf file format.  
Faux functionality not permitted.

## Notes: