

REACH = RESULTS

Reach **74%** of the **Scranton/Wilkes-Barre DMA** with the dominant combined online audiences of **Times-Shamrock Communications and Yahoo!**



The **combined** reach of **Yahoo! & Times-Shamrock's**
five online dailies in the SCR/WB DMA
is a powerful ***886,000 adults!**
That's the PNC stadium filled 82 times.

74% reach in the SCR/WB DMA combines **Yahoo!**
with the online audiences of five Times-Shamrock PA dailies:
thetimes-tribune.com • citizensvoice.com • standardspeaker.com
republicanherald.com • newsitem.com

*886,000 is 74% of the 1.2m persons in the DMA

Sources: Times-Shamrock, Based on adults who visited Web sites in past 30 days. Clark & Chase 2007; Yahoo! Based on unique users. comScore Media Metrix, January 2008 (for internet); Scranton/Wilkes-Barre DMA in Pennsylvania consists of the following counties: Lackawanna, Luzerne, Wyoming, Monroe, Wayne, Carbon, Columbia, Schuylkill, Northumberland, Bradford, Clinton, Montour, Snyder, Sullivan, Susquehanna, Union and Lycoming.

AUDIENCE PROFILE



Our Web Site www.thetimes-tribune.com is the number one resource in the region for local news, breaking news, sports, and entertainment information. It is one of the largest searchable regional classified database online making it the premier local destination for job seekers, shoppers, and car and home buyers.

Who is reading TheTimes-Tribune.com?

Over 325,770 unique users log on EVERY MONTH!
That's over 3 million page views a month!

Internet newspaper readers are:

Affluent: Average income is \$73,200 per year
22% have an income of \$100,000 or more

Online readers have and spend disposable income:

- 91% have shopped online
- 89% have purchased online
- 70% have checked prices online before buying offline

Educated: 52% have a college degree

Diverse: 40% are between 18 and 34
49% are between 35 and 54

Growing: Newspapers' digital audience has grown 60 percent in the last three years as the newspaper Web sites continue to attract sophisticated readers who demand comprehensive news and information that no other medium can match.

The share of adult Internet users who have a profile on an online social network site has more than quadrupled in the past four years - from 8% in 2005 to 35% in 2008.

TARGETING OPTIONS

Our experienced Interactive Media consultants can help you create an effective online marketing campaign. Reach your potential customers where they go, reading content they choose at the time that's convenient to them. We're online 24 hours a day, 365 days a year. When they need us, we give them what they want.

From traditional banner ad positions to up-to-date online advertising innovations, thetimes-tribune.com gives you the flexibility to create the exact advertising campaign that is right for your marketing efforts. Your ad can be placed on our high traffic pages to target your customers - Choose from popular channels like:

NEWS

The county's best news and information source, redesigned with more features, services and breaking news updates. Influence the influential; advertise on our main news site.

SPORTS

Where Fans get fanatical

There's no better source for local sports! Our sports writers cover all the bases; scores, players, coaches, schedules and all the action that makes coal region sports king.

PETS

A great new destination on our site for serious pet lovers! Find a pet. Sell a pet. Shop for pets. Great pet advice from national and local animal experts.

OBITUARIES

Powered by Legacy.com

With well over 300,000 impressions per month, our obit section offers online guest books, interactive tributes and features high-profile significant personalities as well as the local obits of family, friends and neighbors.

CLASSIFIEDS

Reach this niche group of sellers, buyers, potential employees and employers.

VIDEO SPONSORSHIPS

Discover new ways to motivate your prospects with marketing messages above and beyond traditional online advertising. Video advertising places 15-second spots immediately before our video content, assuring your message will be seen by viewers clicking on our video features.

Additional thetimes-tribune.com Specialty Sites & Services

The570.com

Where it's at...

The570.com is Northeastern Pa.'s freshest, most cutting-edge online destination. We spotlight locally focused entertainment, news and lifestyle content, with an emphasis on what to do and where to go. Get your message to the entire "570" - only on the570.com.

Why more people are choosing the570.com every day

- The biggest local, regional and national entertainment and news headlines
- The most comprehensive event listings in the region
- Detailed restaurant listings and expansive food coverage
- Four weekly original video shows - The 570 Show, Sweet Taffy, EverGreen and 570 Weekend
- Photo galleries from all the biggest happenings in "the570"
- Interactive features, including live Web cams and chat

VARSETY 570 - www.the570.com/varsity

Varsity 570 is the hottest website for local high school sports information from all of northeastern PA. With stats, videos, photos, news, schedules and more. It targets not only the players, but their parents, coaches, alumni and fans. Advertising on Varsity 570 is a great way to attract more customers to your business.

Support Your School

Varsity 570 has a specific page dedicated for each school we cover. It includes news, stats, photos and more that pertain to that school and its sports. Your ad will be fixed on that page for the duration of your campaign.

CONTENT CHANNELS

thetimes-tribune.com

Scranton, Pennsylvania
Scranton and Lackawanna County's top news and information source.

citizensvoice.com

Wilkes-Barre, Pennsylvania
Wilkes-Barre and Luzerne County's top news and information source.

standardspeaker.com

Hazleton, Pennsylvania
The top news and information source for Hazleton and parts of Luzerne County.

republicanherald.com

Pottsville, Pennsylvania
Pottsville and Schuylkill County's top news and information source.

newsitem.com

Shamokin, Pennsylvania
Shamokin and Northumberland County's top news and information source.

thedailyreview.com

Towanda, Pennsylvania
Bradford and Sullivan County's top news and information source.

progress-index.com

Petersburg, Virginia
Petersburg's top news and information source for residents and military families.

virginislandsdailynews.com

US Virgin Islands
The US Virgin Islands top news and information source for residents, newcomers and vacationers.
Covers St. Thomas, St. Croix, St. John, Tortola, BVI

The570.com

Your Ticket To Entertainment
If it's fun, you'll find it here. Northeast Pennsylvania's top entertainment Web site is better than ever.

Varsity570.com

We Keep Score
Northeast Pennsylvania's one-stop source for high school sports with stats, stories, profiles, photos and videos.

ONLINE AD SIZES

We offer a variety of sizes to fit your online advertising needs.

All of our advertising positions accept rich media.

Our graphics department can design your creative.

15 and 30 - second video available.

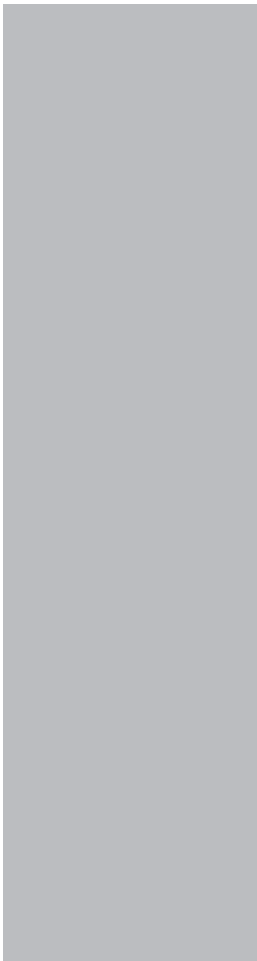
LEADERBOARD: 728 x 90 pixels



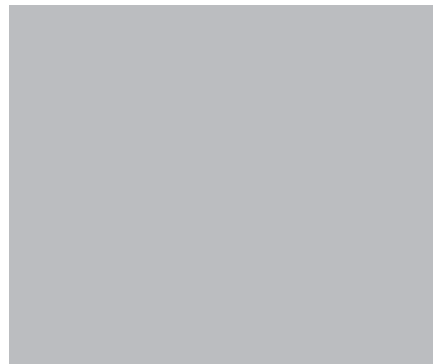
PENCIL: 950 x 35 pixels



**SKYSCRAPER:
160 x 600 pixels**



**LARGE RECTANGLE:
300 x 250 pixels**



**FULL BANNER:
468 x 60 pixels**



**TILE:
120 x 60 pixels**



(Available with new design launch April 2009)

ONLINE GLOSSARY

AD IMPRESSION	An advertisement's single appearance on a user's browser. For example, if the page you're on shows three ads, that's three ad impressions. Advertisers use impressions to measure the number of views their ads receive and publishers often sell ad space according to impressions.
CLICKS	Metric that measures the action of a user response in interactive online advertising.
CLICK-THROUGH	The action of moving to a new web page or Web site by clicking a hyperlink within an advertisement or editorial content.
CPM (COST PER THOUSAND)	The advertising cost measure based on units of 1,000 impressions.
CPM PRICING MODEL	Advertising pricing model based on the cost of delivering ad impressions.
E-COMMERCE	Short for electronic commerce. It is the process of selling products or services on the Internet.
EYEBALLS	A common term referencing the number of people who view an advertisement or content.
FLASH	A vector-graphic animation technology commonly used to display animations in a Web browser.
IMPRESSION	A measure of how many times an advertisement is displayed.
INVENTORY	The number of impressions available for advertising delivery.
LINK	Also referenced as a hyperlink, is a clickable electronic connection that references and retrieves a different document or Web site.
PAGE VIEW	A measure of how many times a web page is successfully displayed.
PIXEL	A single illuminated dot on a display screen.
RICH MEDIA	A term to describe enhanced technology used in Internet advertising for animation, streaming video, special effects or user interactivity.
ROS (RUN OF SITE)	When a campaign or advertising is delivered across an entire site without targeting specific sections or categories.
SPLASH PAGE	The page that appears when a potential customer clicks on an advertisement or a search-engine result link (also known as a landing page).
TRAFFIC	The measurement of Web site usage including visitors and page views.
UNIQUE USER	A measure of the total number of different users, or different computer terminals that have visited a Web site determined through the use of analysis or user registrations.
USER	An individual who uses the Internet.