

Easy as 1-2-3: Display Advertising

Added value for you and your advertisers



Display advertising refers to our system of taking the ads that appear in the print edition of your newspaper and placing them online. This is an important feature because it allows you to make an additional profit from ads that are already in your paper. By following our simple guidelines, you can start selling your online display ads at a reasonable and informed price. It takes little effort and the results are often excellent.

1. Display Advertising Features

- Offering online display ads is a great way for a small newspaper to stand out in its community. It's an excellent advantage to have in an often highly competitive field.
- Display ads appear next to your news on every web page like they appear on every page in your print edition. Readers simply click the ad to view a larger version with the advertiser's website and email address, if available.
- You can organize your ads by categories such as Real Estate, Dining, Financial, Employment or anything you want and make them easy to find with a click of a button.
- Display ads are automatically entered into an advertiser index, sorted by alpha or category with the advertiser's website, email address and phone number, which is available to all of your readers. As a bonus, your advertisers will get great recognition in search engines!
- Additionally, individual advertiser statistics are also available through our reporting system so you know how well each of your advertisers are doing.

2. Value of Display Advertising

An average display ad on an Our-Hometown website is worth **\$13.95 per week**.

We use the CPM (cost per thousand exposures) method of calculating internet advertising value, which is based on the number of times an ad is displayed to your readers. The suggested rate for small dailies and weekly newspapers is **\$10 CPM**. It is possible to use CPMs as high as \$17 in your calculations, considering the fact that newspaper websites are one of the top methods for advertisers to reach the local population, but this piece will assume the more conservative \$10.

The average Our Hometown newspaper receives 75,000 document views per month, providing 450,000 exposures for display ads, considering that 6 display ads appear on each page. In addition, there are an average of 75 display ads in one issue. At a rate of \$10 CPM, the total value of these display ads per month is \$4,500. We can then divide that by 75 (the number of ads in each issue) and

then by 4.3 (the number of weeks in a month) to arrive at our average weekly value of \$13.95 for one ad.¹

Here is the formula so that you can calculate the value of your own ads, by inserting your paper's specific number of monthly document views,² and the average number of ads in each of your issues:

$$\begin{aligned} & \text{(Number of document views per month)} \\ & \times 6 \text{ ads per page} \times \$10 \text{ CPM} \div 1000 \\ & = \text{(Total value of ads per month)} \end{aligned}$$

$$\begin{aligned} & \text{(Total value of ads per month)} \div \text{(average number of} \\ & \text{ads in each issue)} \div 4.3 \text{ weeks in a month} \\ & = \text{(weekly value of each ad)} \end{aligned}$$

3. Selling Strategies: Get the word out!

We recommend the following selling method for online display advertising:

Automatically upsell your ads by adding the calculated weekly value of your ads to your normal print advertising rates. Give your advertisers a free four-week trial, after which they can call to opt out.

Most calls from your advertisers will simply be questions about the service. However, if they do call to opt out, be prepared to let them know the value they will be missing out on. Make sure you designate one person to receive these calls and that he or she knows the details of our online advertising system.

Talk to your top advertisers and let them know that this service is coming. Then, announce the service to all of your advertisers with a mailing. We have designed a **Billing Insert** that we will customize for your paper **free of charge** so that you can announce this valuable service to your advertisers. We will include your average number of document views per month¹, information on your rates, your designated advertising point of contact, and a screenshot of your website's home page.

Customers who have followed these guidelines have reported few complaints and close to 100% participation.³ In all likelihood, upselling your ads will be a "non-event."

Start selling display advertising today!

Contact an Our Hometown representative for more information:

ops@our-hometown.com or (315) 294-6932



¹ A detailed explanation of how to calculate the value of online display advertising can be found here:

<http://our-hometown.com/valuation.html>.

² Your paper's specific number of document views appears on your monthly bill or can be obtained through our Webtrends reporting system at <http://our-hometown.com/pub/stats/>.

³ Testimonials and sales tips for online print display ads can be found at <http://our-hometown.com/testimonials.html>.