

St. Lawrence County's #1 Website Just Keeps Growing!

Total Visits
+16.6%

Page Views

+15.9%

Unique Visitors

+11.3%

Source: Google Analytics,
Jan. 2014 v. Jan. 2015



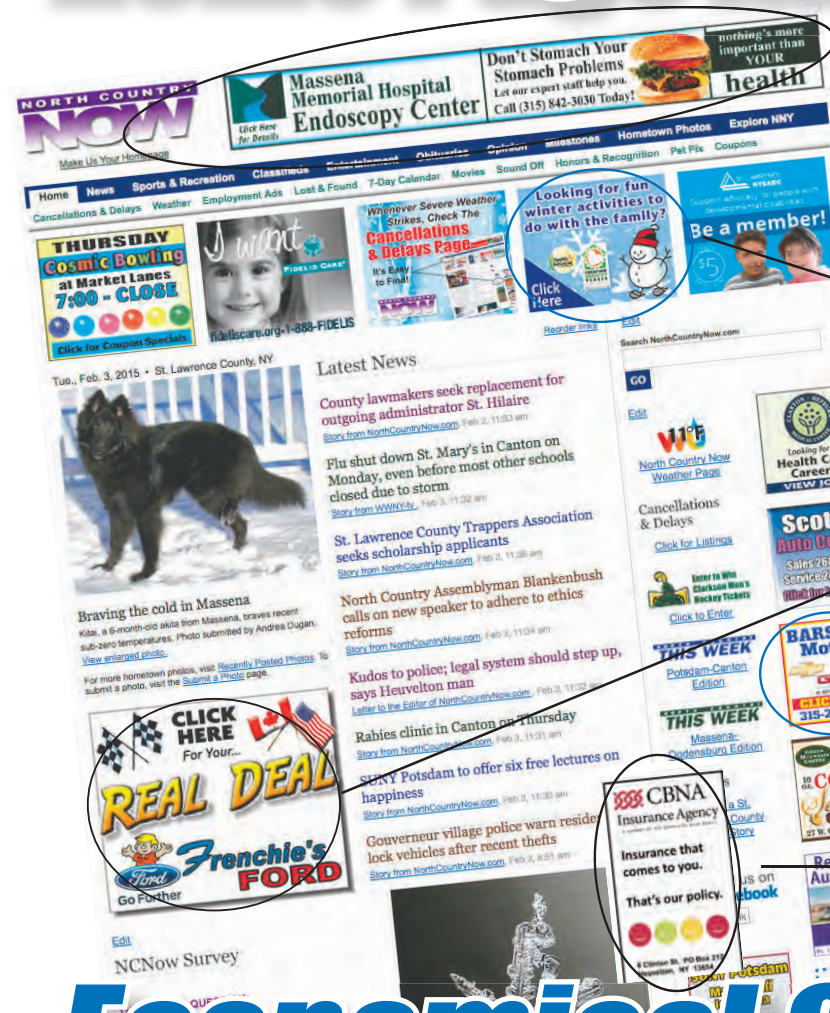
**NORTH COUNTRY
NOW**

NorthCountryNow.com

A service of North Country This Week

For more info, please call 265-1000, fax 268-8701,
email: thisweek@NorthCountryNow.com or visit our office at
19 Depot Street, Potsdam.

Home Page Ad Options



Top of Page Leaderboard

728 x 90 pixels

Premium Rectangle Ad

180 x 150 pixels

Medium Rectangle Ad

300 x 250 pixels

Button Ad

125 x 125 pixels

Skyscraper Ad

125 x 250 pixels

Economical Options!

View Examples of Large Button Ads on Back Page

NCNow News *or* Obituary Large Button Ad Packages

The News pages receive more than 400,000 desktop views and thousands of mobile impressions each month. The Obituaries pages receive more than 225,000 desktop views and thousands of mobile impressions. That's 5 to 10 times more than the average Large Budget Button Ad package! Ads are 180 x 150 pixels and appear on the left side of the page

Contract Period	WEEKLY RATES
52 weeks	\$25
26 weeks	\$29
13 weeks	\$33
8 weeks	\$36

Add animation for only \$15 per week!

Large Button Ad Packages

Your ad appears on 10 inside pages. Does not include News Pages or Obituaries Pages. Approximately 50,000 desktop views and thousands of mobile impressions monthly depending on pages selected. Large button Ads are 180 x 150 pixels.

Contract Period	WEEKLY RATES
52 weeks	\$18
26 weeks	\$21
13 weeks	\$23
8 weeks	\$29
4 weeks	\$35

Add animation for only \$15 per week!

Splash Pages

Increase the effectiveness of Your Banner Ad!

Linking your ad to a splash page provides you a FULL PAGE to:

- Describe benefits & services
- Offer special deals & pricing
- Encourage shoppers to buy now or seek more info

\$10 per week

Copy can change monthly at no charge

All 'Large Button Ad' packages require 50% of ads to be placed on 'Most Viewed Pages' and 'Top Level Pages', and the other 50% to be placed on "Events & Resources Pages". Only one 'Top Level' page per contract. Upon completion of contract term, banner ads continue to run at same rate until contract renewed or cancelled. All advertisers entitled to one new ad layout by our staff per month. Additional ads can be created at an additional charge. Additional postings \$4 each.

Home Page Ad Options

Prices Per Week

Number of Weeks	Top of Page Leaderboard 728 x 90 pixels	Premium Rectangle Below tool bar 180 x 150 pixels	Medium Rectangle Below 1st column photo 300 x 250 pixels	Mini Skyscraper In 3rd column 125 x 250 pixels	Button In 4th column 125 x 125 pixels
	80,000 Guaranteed Monthly Desktop Impressions Plus Thousands of Mobile Impressions Ads appear 17% of time	250,000 Guaranteed Monthly Desktop Impressions Plus Thousands of Mobile Impressions Ads appear 50% of time	250,000 Guaranteed Monthly Desktop Impressions Plus Thousands of Mobile Impressions Ads appear 50% of time	350,000 Guaranteed Monthly Desktop Impressions Plus Thousands of Mobile Impressions Ads appear 70% of time	500,000 Guaranteed Monthly Desktop Impressions Plus Thousands of Mobile Impressions Ads always appear
2	\$119	\$122	\$156	\$89	\$64
4	\$108	\$112	\$126	\$78	\$54
8	\$96	\$102	\$114	\$68	\$48
13	\$90	\$92	\$108	\$62	\$42
26	\$82	\$85	\$104	\$56	\$38
52	\$76	\$75	\$94	\$52	\$32
Add Animation	\$25	\$25	\$25	\$15	\$15

Home page ads rotate randomly every 10 minutes.

All home page advertisers may add a large button ad on any inside page for just \$3 per page*

Does not include NCNow News or Obituary Page. Limit one additional ad

Monthly page impressions and click-through count available.

Upon completion of contract term, all ads continue to run at the same rate until contract renewed or cancelled.

All advertisers entitled to one new ad layout by our staff per month.

Additional ads can be created at an additional charge. Additional ad postings \$4 each.

Phone: 265-1000 • Fax: 268-8701 • E-mail: thisweek@NorthCountryNow.com

PO Box 975, Potsdam, NY 13676

A Service of North Country This Week

Inside Ad Package Options



Top of Page Leaderboard

728 x 90 pixels

Medium Rectangle

300 x 250 pixels

Large Button Ad

180 x 150 pixels

5 Targeted Packages To Choose From!

1. News & Sports

Ads appear 25% of the time
100,000 guaranteed desktop impressions
plus thousands of mobile views monthly
 Pages include: NCNow Highlights, NCNow News, Recently Posted, Police Blotter, Sports News and Sports Links

2. Milestones

Ads appear 40% of the time
100,000 guaranteed desktop impressions
plus thousands of mobile views monthly
 Pages include: Births, Honors & Recognition, Engagements, Anniversaries, Weddings, Obituaries

3. Opinion & Photos

Ads always appear
70,000 guaranteed desktop impressions
plus thousands of mobile views monthly
 Pages include: Opinion, Sound-off, Letters, NCNow Survey, Recently Added Photos, Potsdam Photos, Canton Photos, Norwood-Norfolk Photos, Massena Photos, Gouverneur Photos, Ogdensburg Photos, Fish & Game Photos

4. Classified Ads

Ads always appear
75,000 guaranteed desktop impressions
plus thousands of mobile views monthly
 Pages include: Lost and Found, Items Under \$500, Items Wanted, Employment, Apts./Rentals, Homes/Real Estate, Vehicles, Items For Sale, Goods & Services; ads may also appear on Milestones or Opinion & Photos pages

5. Entertainment & Recreation

Ads always appear
75,000 guaranteed desktop impressions
plus thousands of mobile views monthly
 Pages include: Weather, Local Business, News Links, Featured Events, Upcoming Events, 7-Day Calendar, Movies, Restaurants, Exhibits, Antiques, Fishing/Hunting, Cross-Country Skiing, Golf, Camping, Hiking, Worship, Day Trips, Motels/B & Bs.

Prices Per Week

Number of Weeks	Top of Page Leaderboard 728 x 90 pixels	Medium Rectangle 300 x 250 pixels
2	\$ 84	\$ 66
4	\$ 70	\$ 54
8	\$ 66	\$ 48
13	\$ 59	\$ 42
26	\$ 54	\$ 38
52	\$ 48	\$ 32

Add Animation for Only \$15/Week!