

Promote Your Business on St. Lawrence County's #1 Site for News & Information!



- 5 Times as Many Daily Visits as Any Other St. Lawrence County News Site
- More Than 2.2 Million Page Views Each Month!
- More than 25,000 visits each weekday!
- Updated 9 Times Each Weekday & 3 Times Sat. & Sun.

Economical • Targeted • High Impact



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!

NCNow News or Obituary Button Ad Packages

The News pages receive more than 600,000 page views each month and the Obituaries pages receive more than 300,000 views a month – that's 5 to 10 times more than the average Budget Button Ad package! Button ads are 125 x 125 pixels; mini-skyscrapers are 125 x 250 pixels.

WEEKLY RATES

Contract Period	Button Ads	Mini-Skyscraper Ads
52 weeks	\$18	\$25
26 weeks	\$20	\$30
13 weeks	\$22	\$32
8 weeks	\$25	\$36

Add animation for only \$15 per week!

Budget Button Ad Packages

Your ad appears on 10 inside pages. Does not include Home Page, News Pages or Obituaries Pages. 55,000 to 80,000 page views monthly depending on pages selected. Button Ads are 125 x 125 pixels; mini-skyscrapers are 125 x 250 pixels.

WEEKLY RATES

Contract Period	Button Ads	Mini-Skyscraper Ads
52 weeks	\$12	\$16
26 weeks	\$14	\$19
13 weeks	\$16	\$25
8 weeks	\$19	\$30
4 weeks	\$22	\$32

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 'Budget 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.



NorthCountryNow.com

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
	Ads are seen at least 175,000 times per month. Ads appear 20% of time	Ads are seen at least 300,000 times per month. Ads appear more than 40% of time	Ads are seen at least 750,000 times per month. Ads always appear but rotate position.		
2	\$105	\$109	\$119	\$ 78	\$ 58
4	\$ 95	\$ 98	\$105	\$ 68	\$ 48
8	\$ 85	\$ 88	\$ 95	\$ 60	\$ 42
13	\$ 79	\$ 80	\$ 89	\$ 54	\$ 36
26	\$ 75	\$ 76	\$ 85	\$ 50	\$ 32
52	\$ 69	\$ 70	\$ 79	\$ 46	\$ 28
Add Inside Pages*	N/A	N/A	N/A	\$3/ Page	\$2/ Page
Add Animation	\$ 25	\$ 25	\$ 25	\$ 15	\$ 15

Monthly page impressions and click-through count available.

* Does not include Obituary or NCNow News pages.

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

Ads in all packages are seen 80,000 to 200,000 times per month!

Top of Page Leaderboard

728 x 90 pixels

Medium Rectangle

300 x 250 pixels



Button Ad

125 x 125 pixels

Add Animation for only \$15/week

5 Packages Available!

Prices Per Week

Number of Weeks	Top of Page Leaderboard 728 x 90 pixels	Medium Rectangle 300 x 250 pixels
2	\$ 72	\$ 58
4	\$ 62	\$ 48
8	\$ 58	\$ 42
13	\$ 52	\$ 36
26	\$ 48	\$ 32
52	\$ 42	\$ 28

1. News & Sports

Ads appear 33% of the time

Pages include:

NCNow Highlights, NCNow News, Recently Posted, Police Blotter, Sports News and Sports Links

2. Milestones

Ads appear 33% of the time

Pages include:

Births, Honors & Recognition, Engagements, Anniversaries, Weddings, Obituaries

3. Opinion & Photos

Ads always appear

Pages include:

Opinion, Sound-off, Letters, Blogs & Forums, NCNow Survey, Local Videos, Recently Added Photos, Potsdam Photos, Canton Photos, Norwood-Norfolk Photos, Massena Photos, Gouverneur Photos, Ogdensburg Photos, Fish & Game Photos

More than 125,000 Page Views per month!

4. Classified Ads

Ads always appear

Pages include:

Lost and Found, Items Under \$500, Items Wanted, Employment, Apts./Rentals, Homes/Real Estate, Vehicles, Items For Sale, Goods & Services

5. Entertainment, Recreation & More

Ads always appear

Pages include:

Weather, Local Business, News Links, Featured Events, Upcoming Events, 7-Day Calendar, Movies, Bands/Concerts, Restaurants, Exhibits, Antiques, Recreation Links, Fishing/Hunting, Downhill Skiing, Cross-Country Skiing, Golf, Camping, Hiking, Worship, Day Trips, Motels/B & Bs, Government Links, School Links, Health/Medical, History Links, Libraries, Organization/Misc., Local Business – Potsdam, Massena, Ogdensburg, Canton, Gouverneur