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

Total Visits
+16.6%
Page Views
+15.9%
Unique Visitors
+11.3%


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.

<table>
<thead>
<tr>
<th>Contract Period</th>
<th>WEEKLY RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weeks</td>
<td>$25</td>
</tr>
<tr>
<td>26 weeks</td>
<td>$29</td>
</tr>
<tr>
<td>13 weeks</td>
<td>$33</td>
</tr>
<tr>
<td>8 weeks</td>
<td>$36</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Contract Period</th>
<th>WEEKLY RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>52 weeks</td>
<td>$18</td>
</tr>
<tr>
<td>26 weeks</td>
<td>$21</td>
</tr>
<tr>
<td>13 weeks</td>
<td>$23</td>
</tr>
<tr>
<td>8 weeks</td>
<td>$29</td>
</tr>
<tr>
<td>4 weeks</td>
<td>$35</td>
</tr>
</tbody>
</table>

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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.

View Examples of Large Button Ads on Back Page
# Home Page Ad Options

## Prices Per Week

<table>
<thead>
<tr>
<th>Number of Weeks</th>
<th>Top of Page Leaderboard</th>
<th>Premium Rectangle</th>
<th>Medium Rectangle</th>
<th>Mini Skyscraper</th>
<th>Button</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>728 x 90 pixels</td>
<td>Below tool bar</td>
<td>Below 1st column photo</td>
<td>In 3rd column 125 x 250 pixels</td>
<td>In 4th column 125 x 125 pixels</td>
</tr>
<tr>
<td>2</td>
<td><strong>$119</strong></td>
<td><strong>$122</strong></td>
<td><strong>$156</strong></td>
<td><strong>$89</strong></td>
<td><strong>$64</strong></td>
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<tr>
<td>4</td>
<td><strong>$108</strong></td>
<td><strong>$112</strong></td>
<td><strong>$126</strong></td>
<td><strong>$78</strong></td>
<td><strong>$54</strong></td>
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<tr>
<td>8</td>
<td><strong>$96</strong></td>
<td><strong>$102</strong></td>
<td><strong>$114</strong></td>
<td><strong>$68</strong></td>
<td><strong>$48</strong></td>
</tr>
<tr>
<td>13</td>
<td><strong>$90</strong></td>
<td><strong>$92</strong></td>
<td><strong>$108</strong></td>
<td><strong>$62</strong></td>
<td><strong>$42</strong></td>
</tr>
<tr>
<td>26</td>
<td><strong>$82</strong></td>
<td><strong>$85</strong></td>
<td><strong>$104</strong></td>
<td><strong>$56</strong></td>
<td><strong>$38</strong></td>
</tr>
<tr>
<td>52</td>
<td><strong>$76</strong></td>
<td><strong>$75</strong></td>
<td><strong>$94</strong></td>
<td><strong>$52</strong></td>
<td><strong>$32</strong></td>
</tr>
<tr>
<td>Add Animation</td>
<td><strong>$25</strong></td>
<td><strong>$25</strong></td>
<td><strong>$25</strong></td>
<td><strong>$15</strong></td>
<td><strong>$15</strong></td>
</tr>
</tbody>
</table>

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

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.

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**Prices Per Week**

<table>
<thead>
<tr>
<th>Number of Weeks</th>
<th>Top of Page Leaderboard</th>
<th>Medium Rectangle</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>$84</td>
<td>$66</td>
</tr>
<tr>
<td>4</td>
<td>$70</td>
<td>$54</td>
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<tr>
<td>8</td>
<td>$66</td>
<td>$48</td>
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<tr>
<td>13</td>
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Add Animation for Only $15/Week!