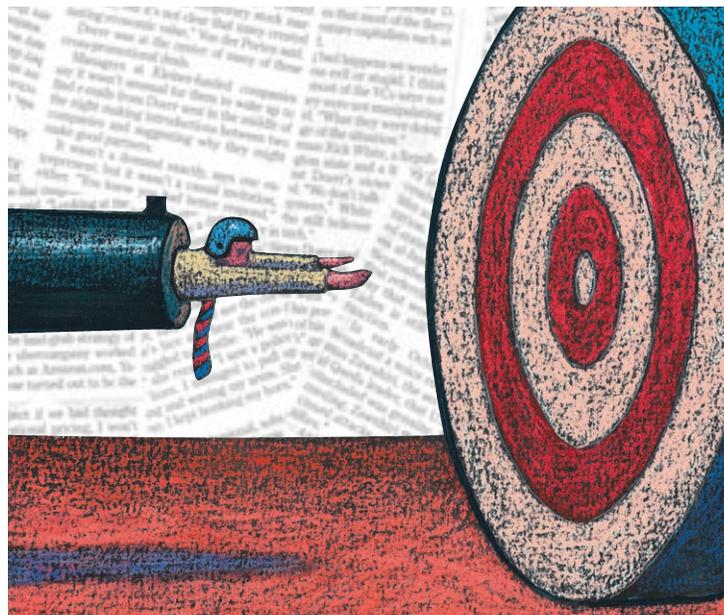


Ten Reasons to Advertise on a Newspaper Website



1. Frequency: The online newspaper Web site user accesses the Internet almost twice as much as the general user.

2. Credibility: The credibility of the newspaper brand extends to the advertiser. Fifty-nine percent of Web users agree that online advertising is more believable from a trusted Web site. Online, newspaper Web sites are the dominant local media site in most markets.

3. Targeted: If you want to focus on a particular backyard, advertising in an online newspaper is more personal, and more relevant because it is local. Newspapers also publish a plethora of niche sites (youth, women, movie fans, Hispanics, are illustrative) for virtually any demographic advertisers could possibly hope to reach.

4. Purchasing power. Sixty-two percent of newspaper Web site users purchase online compared with 49 percent of general users. Thirty-nine percent of online newspaper users have incomes higher than \$75,000; 65 percent own their homes. Fifty percent of online newspaper users have spent more than \$500 online in the last six months, and 63 percent of online newspaper users prefer to find out about new products through the Internet.

5. Content: After e-mail, the most preferred Web content is news, sports, financial information, entertainment news, and shopping – in that order. Sixty-two percent of Internet users visit online newspapers for local news, compared with 39 percent for the local TV station Web site and 23 percent for the local radio station site. Not even Yahoo! or AOL's Digital City can top this.

6. Retailers prefer newspaper sites: Sixty-five percent of retailers report that newspaper sites are efficient in assisting them in meeting marketing needs compared with other sites.

7. High profile: Research.net reports that, among top executives (CEO, CIO, CFO or owner/partner), Internet advertising ranked above over all other media measured for: "Where I prefer to find out about new products," "Where I prefer to receive information about companies," and "Where modern, up-to-date brands advertise." At the same time, these early adopters of technology also skew younger than the traditional newspaper audience. Forty percent of online newspaper users are aged 18-35.

8. Reinforcement: Seventy-six percent of online newspaper users also read the newspaper in the past seven days, and repetition increases awareness. The Internet Advertising Bureau found that, by increasing the number of online banners from one to two per week, branding results on three key metrics increased 42 percent making online a great, inexpensive way to increase the branding lift of traditional campaigns.

9. Quality: Seventy-five percent of advertisers generally said newspaper Web sites' advertising was as good or better than other Internet sites.

10. Mix: A variety of recent studies have demonstrated the power of online, when included in a mix with traditional media, to elaborate the brand message. Newspaper print and online products combined have the highest penetration and most desirable audience of any other local medium.