

# 2012 Online Advertising

O B S E R V E R P U B L I S H I N G C O M P A N Y

## Deliver your message to 180,000+ unique visitors per month

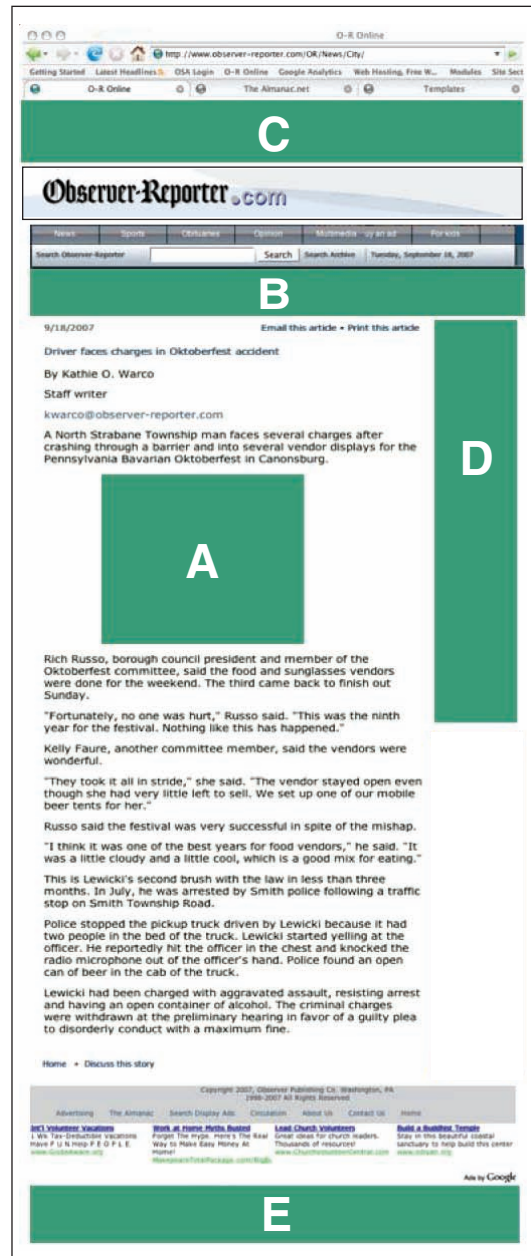
The **observer-reporter.com** and **thealmanac.net** can deliver your advertising message to more than 180,000 unique visitors per month.

### Our Online Audience:

- 17 percent increase in visitors in 1 year!\*
- 78 percent are 18-54 years of age
- 57 percent are college educated
- 90 percent are homeowners
- 69 percent earn \$50,000 or more/year

We now offer 5 dynamic advertising positions on our web pages, as shown in the diagram to the right. These positions each offer page dominant space for your advertisement.

\* Source: Google Analytics 2009 vs. 2010



<b>A</b> – In Story (300 X 250).....	\$10 cpm
<b>B</b> – Scrolling Ticker.....	\$99 per day
<b>C</b> – Leaderboard (728 X 90).....	\$9 cpm
<b>D</b> – Skyscraper (120 X 600).....	\$9 cpm
<b>E</b> – Bottom Banner (728 X 90).....	\$5 cpm

- CPM - cost per thousand
- Minimum purchase is 25,000 impressions
- Scrolling Ticker provides 30,000+ views per day

**Washington.....724-222-2200**  
**McMurray.....724-941-7725**  
**Greene.....724-852-2602**