

2011 Online Advertising

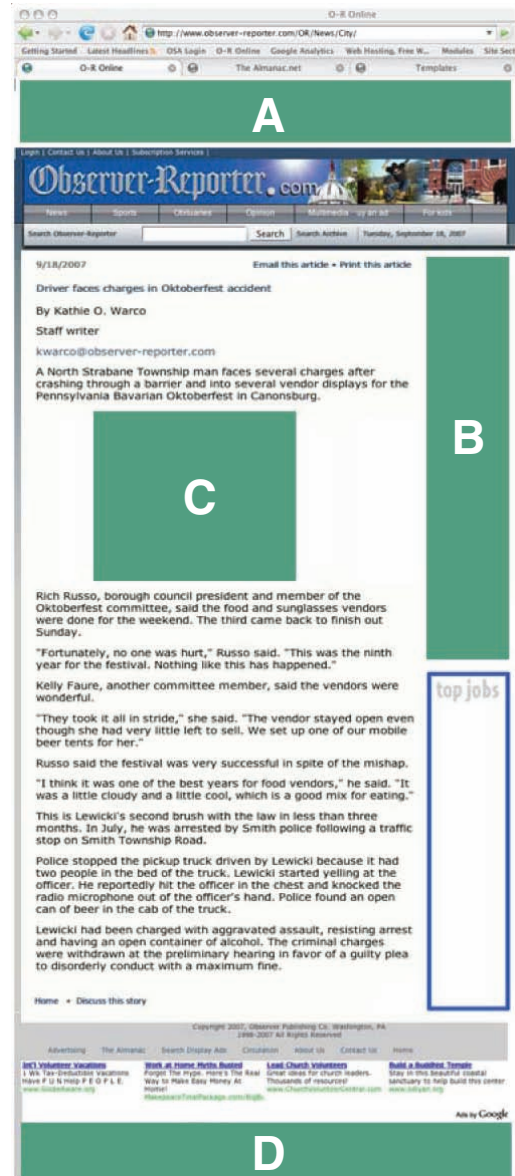
O B S E R V E R P U B L I S H I N G C O M P A N Y

Deliver your message to 150,000 unique visitors per month

The observer-reporter.com and thealmanac.net can deliver your advertising message to more than 60,000 unique visitors per month.

Our online readers are young (33% are 35 or less), affluent (avg. household income of \$58,724 per year), educated (63% attended college) and growing.

We now offer 4 dynamic advertising positions on our web pages, as shown in the diagram to the right. These positions each offer targeted page dominant space for your advertisement.



- A** – Leaderboard (728 X 90).....\$10 cpm
- B** – Skyscraper (120 X 600).....\$9 cpm
- C** – In Story (300 X 250).....\$8 cpm
- D** – Bottom Banner (728 X 90).....\$5 cpm

All pricing is based on cost per thousand (cpm) impressions. Minimum purchase is 25,000 impressions.

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