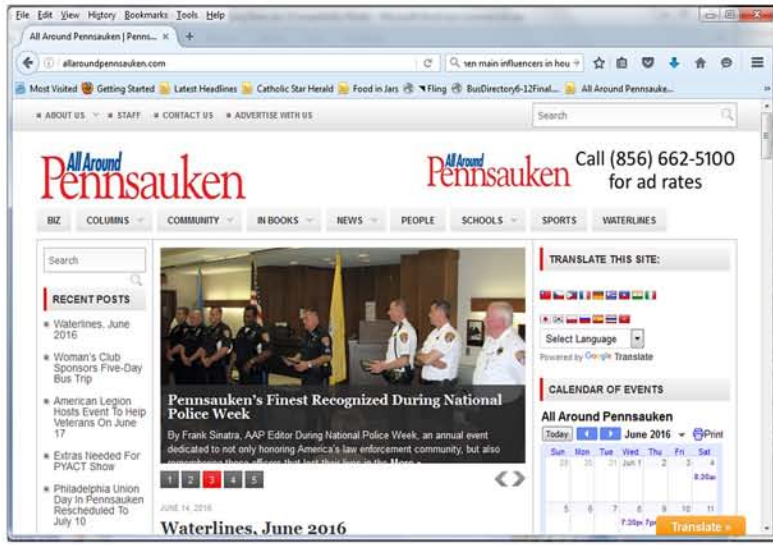


All Around Pennsauken Online Advertising



There's only so much you can fit in 36 pages. And while there's nothing quite like the feel of a newspaper in your hands, that's not the only way people get their local news and entertainment these days.

That's why we've launched All Around Pennsauken's brand new web site. By logging onto AllAroundPennsauken.com, the stories you read will be enhanced by additional content, like videos and photo galleries. There will also be extra feature stories and news items that you won't find anywhere else.

The online version of All Around Pennsauken offers advertisers another way to gain exposure to new and existing customers. Web ads can have links to company web sites/online special offers; also, feature articles on AllAroundPennsauken.com are frequently shared on the paper's Facebook page, as well as other social media outlets.

By The Numbers

0249582338612083217983749186193281639
1029382038529364912898371298461828321

January 1, 2016 - June 14, 2016



AllAroundPennsauken.com has received over 20,000 page views from over 10,000 unique users. The majority of users are new visitors, at 77.4 percent.



Most of the site's visitors are from Pennsauken, but others come from Philadelphia, Cherry Hill, Mt. Laurel, Collingswood, and Evesham Township.



The top three age groups for AllAroundPennsauken.com are 35-44 at 23.14%; 45-54 at 22.26%; and 25-34 at 20.06%.



The majority of visitors are women, at 61.75%. Women account for 85% of all consumer purchases – including everything from cars to health care – and 75% of women are the primary shoppers for their households.



Stories on AllAroundPennsauken.com are shared on the paper's Facebook page, which boasts over 1,800 "likes." Other local Facebook pages share these links as well.

Online Advertising Rates, Sizes

Banner Ad – Only one on entire site. Shows on every page clicked. Includes hyperlink to web site.



468px x 60px • \$200 per month

Box Ad – Only two on top right area of web site. Shows on every page clicked. Includes hyperlink to web site.

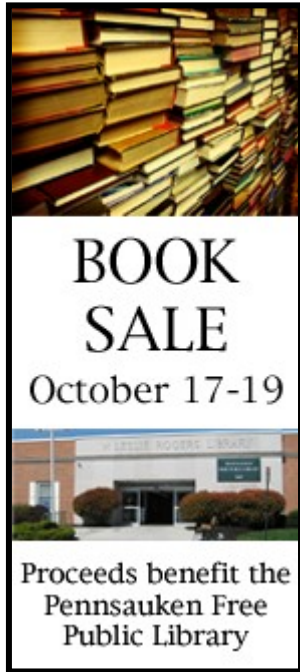


123px x 123px • \$90 per month

Block Ad – Only three on lower right area of web site. Shows on every page clicked. Includes hyperlink to web site.



250px x 250px • \$100 per month



Tower Ad

Only one on the lower left area of web site.

Shows on every page clicked.

120px x 240px

\$100 per month



Article Ad

Ads placed in the body of articles throughout the web site.

Ads can be placed on special articles that are featured in a rotating banner on the main page.

Initial display: 300px x 200px or

200px x 320px (able to be linked to a larger image or hyperlinked to a new web page)

\$200 per month for featured articles • \$100 per month for regular placements

All online ads receive a 25% discount when purchased in conjunction with a print ad in the paper!



Facebook Specials Of The Week

Offering a weekly special or a coupon that runs for a limited time! Share it via All Around Pennsauken's Facebook page! "Facebook Specials of the Week" will be shared on Mondays and feature ads, coupons and more.

- All Around Pennsauken's Facebook page has over 1,800 fans
- Posts on AAP's Facebook page have an organic reach of over 3,000 people
- Some posts have been shared by over a dozen people, extending the exposure to even more potential customers

Facebook Ad



484 px x 252 px

484px x 252px • \$50 per week • \$100 per week for a special post tagged at the top of the page.

Ad Specifications

- All ads must be exact sizes and at 72 dpi
- Preferred file format: JPEG, PDF (flattened or with fonts embedded)
- Ad design services are available for an additional fee based on design requirements

For more information on online advertising, contact Frank Sinatra at (856) 217-5053 or by e-mailing sinatracomm@gmail.com.