

THE ASPEN TIMES



ONLINE NEWSPAPERS

The Aspen Times
Glenwood Springs Post Independent
Summit Daily News
Vail Daily

aspentimes.com
postindependent.com
summitdaily.com
vaildaily.com

Expect Results: Our readers are your customers.



Colorado Mountain News Media newspapers are the documented leading media in the Colorado high country. Our newspaper websites act as trusted digital companions to the ink-and-newsprint editions, and our research shows that their popularity and effectiveness is growing.

Online newspapers extend the reach of the print versions to loyal second-home owners and repeat visitors to the region. Those who can't pick up a newspaper go online to read it and stay up to date with local news and information.

	aspentimes.com	postindependent.com	summitdaily.com	vaildaily.com
Visits per month	93,796	36,000	84,120	149,336
Average visits per day	3,126	1,700	2,804	4,977
% of International visitors	15%		5%	7%
% of U.S. visitors	85%		95%	93%
Page views per month	323,097	137,000	321,233	441,047
Average page views per day	10,769	4,166	10,707	14,701
Top state of origin for viewing	Colorado- 23%		Colorado- 33%	Colorado
Second state of origin for viewing	California- 10%		Texas- 7%	California
Third state of origin for viewing	Texas- 7%		California- 7%	Texas
Fourth state of origin for viewing	Massachusetts- 5%		Illinois- 4%	New York
Fifth state of origin for viewing	Illinois- 4%		Massachusetts- 4%	Virginia

Source: Web Trends tracking, data averaged from July through October 2004

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Local news and information with global reach

Along with the content you have come to expect in the newsprint edition of our newspapers, the online counterparts post new and breaking news, expanded coverage of selected stories, and continual updates. Often, our online newspapers have the next day's print edition news and information in the late afternoon and evening.

Readers of online newspapers can find real-time traffic reports, snow and skiing reports, and up-to-the-minute weather reports with our live mountain cams, traffic cams, and weather feeds.

There is extensive visitor and guest information that includes lodging, recreation, dining, shopping, real estate and entertainment options.

Our registration system measures gender, age and zip codes from our online newspaper readers. We analyze and segment this information to better understand online reading habits.

Fresh exciting content, information, and news for locals and visitors means success and value for our advertisers. Ask your advertising representative for the most effective online advertising plan for your business.

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National trends for online newspapers

A majority of Americans access the Internet

In the U.S., more than 57% of the population goes online to research products and services, send e-mail, and read news. Nielsen/NetRatings says these at-home users spend more than 25 hours online each month. Worldwide, there are seven new Internet users every second.

Online newspaper readers are loyal

Eighty-six percent of people say that newspaper websites are their favorite sources for local news. According to data from Minnesota Opinion Research Inc., the audience for newspapers' websites is especially loyal and engaged. They are "Power Users," a high-income, well-educated group that fully integrates the Web into their product research and purchasing.

Online newspapers are the dominant daytime media

From 8:00am to 6:00pm of the work week, online newspapers and the Internet are now the top media, beating television and radio by a wide margin. People visit news websites throughout the day to stay abreast of local issues and to track national and international matters.

Affluent, educated, and inquisitive readers

Online newspapers attract well-established households. Thirty-eight percent of which earn an average household income of at least \$75,000 or more. Forty-Nine percent are college graduates. Sixty-five percent have been online six years or more, and 76% have broad-band connection.

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Colorado Mountain News Media

Online Newspapers

Advertising Products & Rates



All advertising products and prices guarantee 10,000 impressions per month per advertisement. All advertising is ROS, or Run of Site, meaning that all ads will appear on all pages within the website.

Leaderboards	728 x 90 pixels	\$400/month	Ad will appear on home page & section fronts
Vertical Banner	120 x 240 pixels	\$200/month	Ad will appear on home page & section fronts
Article Page Ad	300 x 250 pixels	\$400/month	Ad will appear on article page
Self Publishing Ad	varies	\$475/month	Ad will appear on home page & section fronts

(Size of ad dependent upon advertiser preferences & customization; five link maximum.
Please speak with your advertising sales rep for details.)

Featured Sponsor Link

aspentimes.com	\$900/year	Email Business Listings	\$120/year
summitdaily.com	\$699/year	Website Business Listings	\$180/year
vaildaily.com	\$699/year	Both Email & Business Listings	\$300/year

Leaderboards

728 x 90 pixels

\$400/month

**Vertical
Banner**

120 x 240
pixels

\$200/month

Article Page Ad

300 x 250 pixels

\$400/month

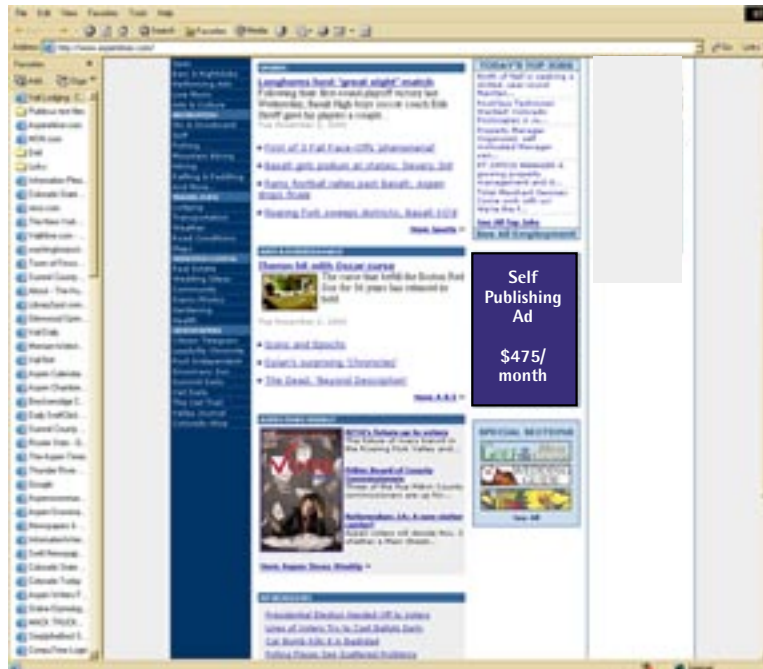
Self Publishing Ad

varies

\$475/month

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Advertising Placement



Glossary of terms

Article Page Banner

Surrounded by content an article page banner is a great tool for two reasons. First as an advertiser in the paper, you have the opportunity to link this banner to your ad that is running in the paper. This is very effective for promoting your business in 2 different media formats, while marrying them at the same time. In addition, it has been proven that advertising that is surrounded by content has a more effective click-through ratio, as your audience remains captive to the ad for a longer period of time.

Banner

An Internet advertisement of varying sizes, which markets a website or a specific product.

Click through rate/ratio

The measurement of a user-initiated action of clicking on an ad element, causing a re-direct to another web location.

Impressions

Number of times a visitor has viewed the page during their particular visit

Leaderboard

Leaderboards are effective tools for branding and Top of Mind Awareness (TOMA) advertising. Broaden your reach with this

banner that is found at the top of the Web page. A leaderboard is often best leveraged in combination with additional newspaper or radio advertising.

Link

A highlighted text entry that when clicked will take the viewer to another Web page.

Page views

The number of pages viewed by a visitor on a site. The higher the number, the more pages viewed by the visitor.

Run of Site or ROS

Denotes advertising that appears throughout the newspaper website, (as opposed to one page or section).

User Visits

The total number times a site has been visited by Internet users during a designated period of time

URL

The acronym stands for Uniform Resource Locator, which is "Geek Speak" for a website address on the Internet!

Sources : Newspaper Association of America, Nielsen/NetRatings, Minnesota Opinion Research, Inc., Online Publishers Association, and Web Trends.

Colorado Mountain News Media. The state we're in.
Bringing news and information to one-of-a-kind communities.

