

internet advertising

Local News and Information with Global Reach

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

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-paper editions, and our research shows that their popularity and effectiveness is growing.

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 live on the site the prior afternoon or 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.

Our websites provide extensive visitor and guest information that includes lodging, recreation, dining, shopping, real estate and entertainment options.

The online newspaper registration system measures gender, age and zip codes from our online newspaper readers. We analyze and segment this information to better understand our users' 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.

National Trends for Online Newspapers

A majority of Americans access the Internet

In the US, 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.

Online newspaper readers are loyal

86% of people say that newspaper websites are their favorite source 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 8:00 am to 6:00 pm of the work week, online newspapers and the Internet are now the top media, beating television and radio by a large margin. People visit news websites throughout the day to stay abreast of local issues and to track national and international matters. Online newspaper readers are twice as likely to have broadband access at work, and 42% more likely to have broadband connections at home.

Affluent, educated and inquisitive readers

Online newspapers attract well-established households.

- 38% of which earn an average household income of at least \$75,000 or more;
- 49% are college graduates;
- 65% have been online six years or more;
- 76% have broadband connections.

Source: Newspaper Association of America, Nielsen/NetRatings, Minnesota Opinion Research, Inc., Online Publishers Association, Webtrends

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	aspentimes.com	postindependent.com	summitdaily.com	vaildaily.com
visits per month*	155,147	47,615	118,338	110,792
page views per month	502,723	170,974	384,372	348,812
average visitor duration	4.33 minutes	4.40 minutes	5.18 minutes	5.27 minutes
% international visitors	15%	4%	5%	7%
% of U.S. visitors	85%	96%	95%	93%
top state of origin for viewing	Colorado	Colorado	Colorado	Colorado
second state of origin for viewing	California	California	Texas	California
third state of origin for viewing	Texas	Texas	California	Texas

* reflects annual average
Source: Webtrends

Advertising Products

Leaderboards

News	728x90 pixels	Ad will appear at the top of the Home Page and section fronts
Tourist	728x90 pixels	Ad will appear at the top of the Recreation and Travel info sections

Vertical Banner

News	120x240 pixels	Ad will appear along the side of the Home Page and section fronts
Tourist	120x240 pixels	Ad will appear along the side of the Recreation and Travel info sections

Article Page Banner	300x250 pixels	Ad will appear on an article page
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Self Publishing Banner	Size varies*	Ad will appear on the Home Page and all section fronts of the News
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*The size of the ad is dependent upon advertiser preferences and customization; five-link maximum.

Real Estate

Mortgage Calculator Sponsorship	A link to your business website and sponsor acknowledgement appears at the top of the Mortgage Calculator. An annual commitment also includes a vertical banner.
Featured Listings	A listing of a featured property, as determined by the advertiser. The feature includes a photo, and text about the property, with a link to an enlarged page that enables an unlimited number of words.
Advertorial	Ad will appear above the content section, and will provide the advertiser an opportunity to describe a listing, or other information about their firm. This space is written by the advertiser, and provides an unlimited number of words.
Featured Sponsor Link	A text-based link that appears in the Recreation and Travel sections, as well as the Real Estate sections of all sites.

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Glossary of terms

Article Page Banner. An ad placed within a content section of the website. It has been proven that advertising surrounded by content has a more effective click-through ratio, as an 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. A banner ad that is typically found at the top of the page being viewed.

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, during their particular visit.
The higher the number, the more pages viewed by the visitor.

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

User Visits. The total number of times the 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.

View-through. The branding effect has taken place for the advertiser, and those exposed to the advertising are visiting the sites or business after the exposure has taken place. This can take place minutes, hours, days or weeks after the initial ad impression.

“Because of an online newspaper’s credibility, online newspaper users have said they are more likely to contact the advertisers that appear in newspaper sites than those that appear even in other news sites.”*

***Newspaper Association of America 2005**

Newspaper site visitors are a prime advertising target because they are:

- Younger; more online newspaper readers fall into the highly desirable 18-34 age bracket. (44% compared to 26% for general web surfing);
- Better educated and more likely to be employed (54% have college degrees and 88% are working);
- Affluent; they have a mean income of \$70,000 nationally;
- More ethnically diverse.

18% of online newspaper readers said the newspaper website influenced their purchasing decisions.

internet advertising

Advertising Product Placement

City swats gadfly
By Naomi Hovav
November 2, 2004

A regular gadfly at Aspen City Council meetings faces a trespassing charge after allegedly using a city building without permission.

Tom Kronberg was allegedly doing some painting for a project in the San Cristobal Plaza meeting rooms Thursday afternoon when he and yellow paint ended up on the room's carpet, prompting the trespassing allegation from the city.

Assistant city manager Ed Suter told police about the incident and said Kronberg did not have permission to use the meeting rooms, according to a police report. He also said he has a long list of incidents involving Kronberg and city properties, including telling her to leave the Suter-Clares rooms in City Hall and unauthorized use of the city's copy machine.

Suter also told police that the city has had to add or change various locks in City Hall because Kronberg was in the building without authorization. When asked about the issue yesterday, Suter said he would not comment on the specifics of those incidents.

"She sent City Hall without authority... that's as far as I'll go with the specifics," he said. "It's not the first time we've had to talk to her about this." Kronberg couldn't be reached for comment on Monday. According to the police report, the told police she believes city officials applied the paint on the floor when they moved her things outside.

She also told police she feels like the summons for trespassing is part of an ongoing case of "intimidation and harassment" against her from the city. Kronberg is currently against plans to build a visitor center on the corner of Chisum and Main streets, arguing that the proposed does not include enough parking and could threaten the future of the grassy park plans set to the Pitkin County Library.

During the last month she's been campaigning actively in favor of reopening the city's permission to develop the plot of land near the library - including setting up a hallows display in the plaza that included a number of stuffed animals. A few newspapers, spider webs in trees and ghosts made out of white sheets.

In a letter to The Aspen Times (page 11), Kronberg claim that she really cleaned up the paint, but Suter

Article Page Ad

Leaderboards

The complete news and information resource for Aspen, Colorado.

Local voter rolls swell
The intense interest in this election caused the number of new voters and the number of people carrying early ballots to surge.

City swats gadfly
A regular gadfly at Aspen City Council meetings faces a trespassing charge after allegedly using a city building without permission.

Sales in September simple
Aspen hot debate less dominant

ELECTION COVERAGE 2004 click here

Longhorns host 'great eight' match
Following their first-round playoff victory last Wednesday, Beas High boys soccer coach Erik Sturf gives his players a couple.

Basin girls podium at states; Severy 3rd

Basin football rallies past Basin; Aspen drops finale

Boasting Fork sweeps districts; Basin 100%

TODAY'S TOP JOBS
North of Red is seeking a skilled, year-round Mountain Biking Instructor. Property Manager Organized and motivated Manager. PT OFFICE MANAGER A growing property management and... Total Mountain Services Come work with us! We're the F... See All Top Jobs

NEWS & ENTERTAINMENT
Theron hit with Oscar curse
Six years that writhed the Boston Red Sox for 86 years has rebound as

MASON & MORSE REAL ESTATE
970.925.7000

Longhorns host 'great eight' match
Following their first-round playoff victory last Wednesday, Basin High boys soccer coach Erik Sturf gives his players a couple.

First of 3 Fall Face-Offs 'phenomenal'

Basin girls podium at states; Severy 3rd

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self publishing ad

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vertical ad

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