

LOCKPORT
SINCE 1821
Union-Sun & Journal
NIAGARA SINCE 1854 **GAZETTE**
Niagara County's Hometown Newspapers

March 30, 2020

COMMUNITY NEWS
DIGITAL

SPECIFIC STRATEGY

Niagara Gazette and CND have an experienced team of marketing strategists behind you to help you continue your campaigning and enhance your Niagara County footprint.



TOTAL AUDIENCE
PRINT



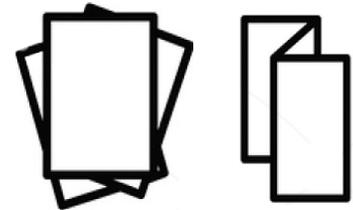
TOTAL AUDIENCE
DESKTOP



TOTAL AUDIENCE
MOBILE



NEXT GEN
BEHAVIORAL
TARGETING



FLYERS AND
BROCHURES

OUR OBJECTIVES

Niagara Gazette and CND will take your marketing game to the next level.



PRIMARY OBJECTIVE

To promote voter participation and communicate candidates platform through a targeted multi-media approach



SECONDARY OBJECTIVE

Maximize online presence, building site traffic and stimulating heightened campaign awareness throughout all multi-media platforms.

Branding & Awareness Building



PRIMARY OBJECTIVE

To promote voter participation and communicate candidates platform through a targeted multi-media approach

SECONDARY OBJECTIVE

Maximize online presence, building site traffic and stimulating heightened campaign awareness throughout all multi-media platforms.

Reach potential voters in Niagara County to increase the awareness of your campaign. When voters arrive at the polls, you will have built a heightened awareness of your political platform in their mind.

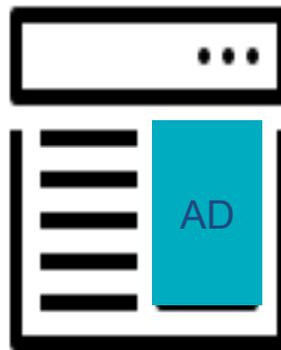
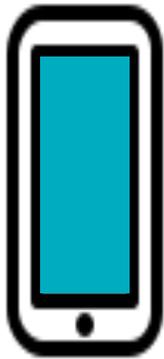
Hyperlocal Moments

Target and Re-Target the online readers at the local newspaper's sites near your location where they get news, weather and more.

www.niagara-gazette.com

www.lockportjournal.com

Connect with more local consumers more often and more effectively with the largest local site delivering local news for the **Niagara region**. Our websites provide advertisers the ability to target potential customers with display ads embedded on their local news and information sites delivering **over 1.2 million** pages of content monthly.

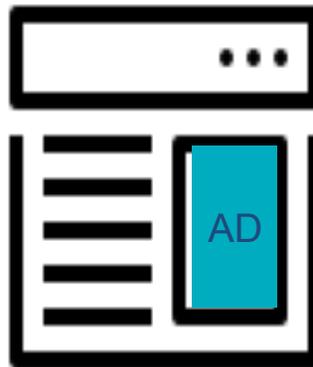


Geographic Targeting

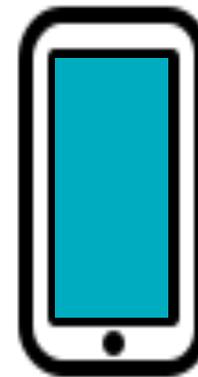
Reach your target audience with pinpoint accuracy with our Geo-Targeting Solutions. We'll target web browsers and smartphone users within a radius around your location or within a geographic area of your choosing.



Target anywhere in the U.S.



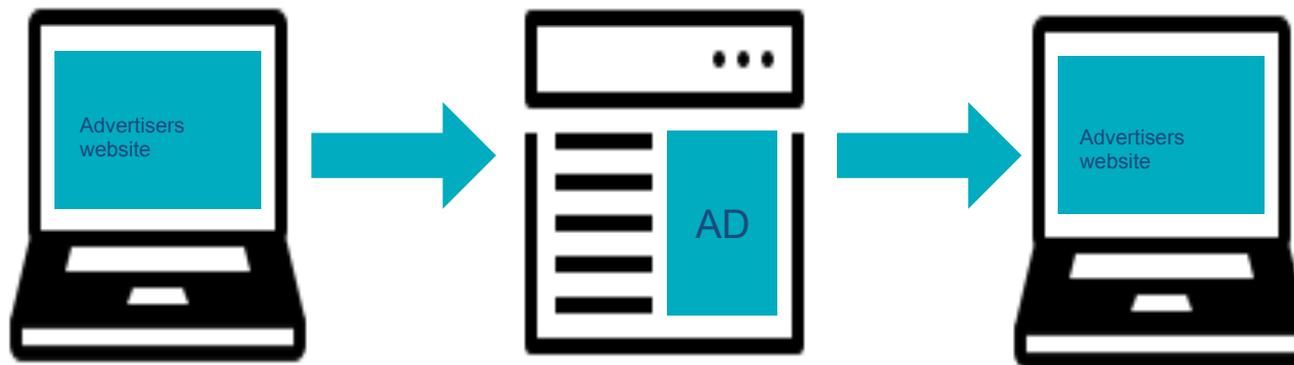
We show online Consumers YOUR ad Based on their geographic area



The User may also click on YOUR ad and convert.

Filicetti For Sheriff - Site Retargeting

Site Retargeting serves YOUR ads to users who have recently visited your site, and left. With our technology, we can then serve them your ad AGAIN while they are visiting other sites across the internet. Following users based upon their browsing behavior increases YOUR brand exposure and is an effective method of converting YOUR website visitors into potential voters not just visitors!



A User visits YOUR website & browses your various products and services. They may unfortunately leave without converting.

However, our technology will FOLLOW that Visitor to the other sites they visit where we'll serve YOUR ad to them again.

The frequency often compels a User to click on your ad and return to YOUR site to potentially convert.



Website visitors who are retargeted with display ads are 70% more likely to convert to Customers.



EXTENDED REACH PACKAGE

128" color print ads and 50,000 Total Audience O&O digital impressions on niagara-gazette.com and lockportjournal.com

- Print inches to be distributed between all four print platforms: Niagara Gazette, Lockport Union-Sun & Journal, North Tonawanda Extra and Your Hometown Extra. Any additional print inches available at \$7.00 per column inch.
- Total Audience O&O digital impressions consists of various sizes to be delivered to both desktop and mobile platforms of niagara-gazette.com and lockportjournal.com. See attached sheet.

\$1,546/mo.

BRAND & AWARENESS LEVEL B PROGRAM

75,000 digital impressions with geo/extended/site and client site retargeting (3 month minimum)

- Various sizes for delivery on all digital platforms.

\$750/mo

24,000 LOCAL RICH MEDIA

Premium digital impressions to be split between niagara-gazette.com and lockportjournal.com

- 3000 impressions per week per website in the form of wallpaper, expandable billboard or floorboard. See attached sheet for examples.

\$600/mo

PREMIUM FRONT PAGE BANNERS — 10" wide x 2" High, full color - Page 1

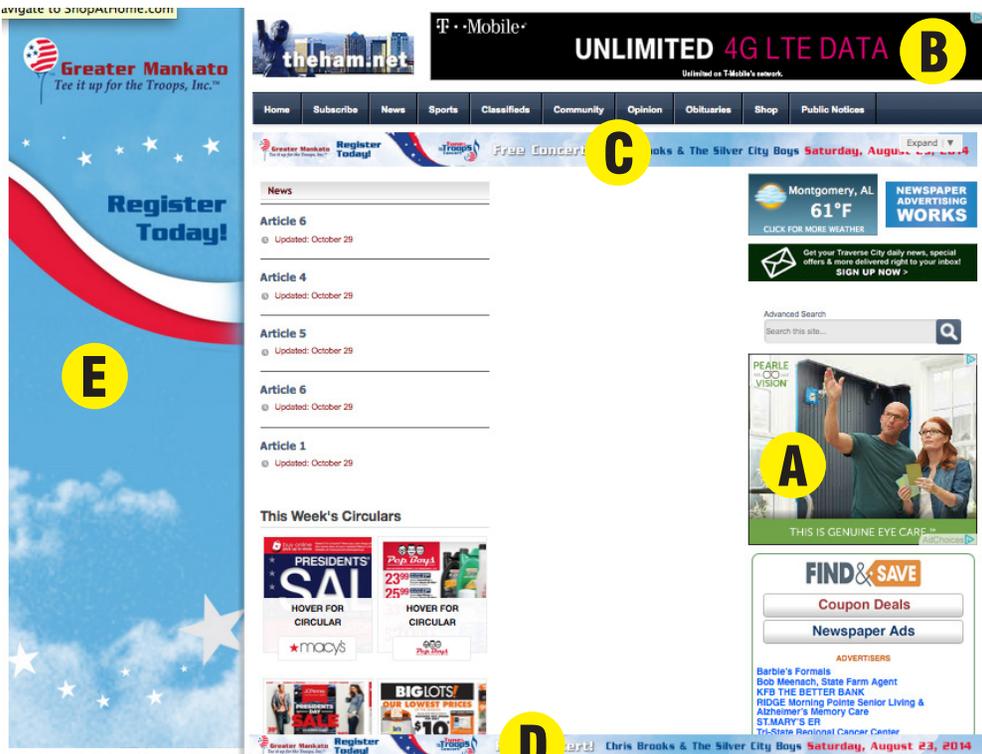
- Weekly based on availability in Niagara Gazette and Lockport US&J 4X per month (8 ads)
- Every Monday - April 6th - June 22nd, 2020.

\$900/mo

Average Total per Month: \$3796

Additional Options

- **40,000 Print and Deliver Flyers** - Insertion into all four print products; Niagara Gazette, Lockport US&J; North Tonawanda Extra; Your Hometown Extra \$1,600
 - 8.5" x 11" glossy 2-sided, full color flyer
- **Geo-targeted Video** (Pre-Roll, Mid-Roll, Post-Roll Video) - 50,000 impressions \$1250/mo
- **Email Marketing** - Daily Niagara Gazette and Lockport Union-Sun & Journal email newsletter
 - Newsletter Rectangle - 300x250 + 15,000 impressions on niagara-gazette.com 600/mo



A — Cube Ad
300 x 250 pixels OR
4.167" x 3.472"
72 dpi — jpeg

B — Leaderboard
728 x 90 pixels OR
10.111" x 1.25"
72 dpi — jpeg

C — Sliding Billboard w/Pencil:
Ad expands upon clicking in up-
per right hand corner - See bot-
tom image. Larger portion clicks
to url of choice.

Two Creatives Needed:
950 x 250 pixels and 950 x 45
pixels
72 dpi — jpeg



D — Floorboard: Static along
the bottom of the page while
scrolling. Expands upon click-
ing. Larger portion clicks to url
of choice. 970x90 pixels desktop,
75x75 pixels mobile
72 dpi — jpeg

E — Wallpaper: Includes both
sides with the appearance of a
wraparound the entire web page.
Two Creatives Needed to fit all
sized platforms: 1600 x 1000 pix-
els OR 5.333" x 3.333" and 1770
x 1000 pixels OR 5.9" x 3.333".
72 dpi — jpeg

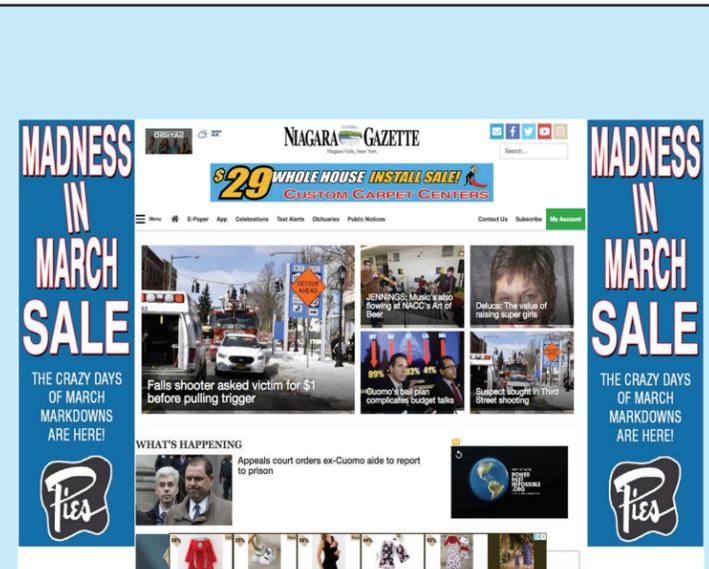
Visit <http://template1.cnhionline.com/> to see interactive examples.

Desktop Leaderboard
728 pixels x 90 pixels

**DIGITAL AD
SPECIFICATIONS:
Color - RGB
Resolution - 72dpi**

**Desktop
Wide
Skyscraper**
160 px
x 600 px

**Desktop/Mobile
Large Rectangle**
300 pixels x 250 pixels



**Desktop Wallpaper
consists of 2 pieces;
left and right sized at
300 pixels wide by
1000 pixels deep**

Mobile Interstitial
320 pixels
x 480 pixels

Mobile Banner
320 pixels x 50 pixels

Desktop Floorboard
970 pixels x 90 pixels

Digital Ad Sizes

**PRINT AD
SPECIFICATIONS:
Color - CMYK
Resolution - 300dpi**

**Quarter Page
4.951" wide x
10.5" deep**

**Eighth Page
4.951" wide x
5.25" deep**