

The Daily Item

dailyitem.com

More for You!

TOTAL AUDIENCE AD PACKAGE



AD Sizes	13 Weeks	9 Weeks	6 Weeks	3 Weeks	1 Week
Full Pg + 50K Digital	\$1,060	\$1,245	\$1,425	\$1,710	\$1,975
Half Pg + 40K Digital	\$655	\$765	\$875	\$1,045	\$1,205
Quarter Pg + 30K Digital	\$430	\$495	\$560	\$660	\$750
Eighth Pg + 20K Digital	\$305	\$335	\$365	\$425	\$475
2x4 + 5k Digital	\$140	\$150	\$160	\$180	\$200

Reach **MORE** People More Often

The Daily Item's Total Audience Multimedia packages are the **BEST** way to reach our local area consumers. The advertiser gets an ad in two of our publications The Daily Item and The Weekly Item. As well as online.

This package is great for generating revenue in multiple areas of our business and works well for the advertiser using both **REACH** & **FREQUENCY** to get in front of their customers.

- Started the package in July 2019
- Generated \$60,000 NEW revenue
- Increased our average sale of a previous "total audience package" by almost 60%
- Sales representatives LOVE the value they can give to the client
- Color is already adjusted into the pricing for these ads

Reach **MORE** People More Often
 With More Space to Tell Your Story...

*Reach 92,800 Readers in Northumberland,
 Union, Snyder & Montour Counties!*

The Daily Item's Total Audience Packages are the **BEST** way to reach Susquehanna Valley Area Buyers with The Daily Item, The Weekly Item and dailyitem.com.

	13 Wks Color	9 Wks Color	6 Wks Color	3 Wks Color	1 Wk Color
Full Pg + 50K Digital	\$1,060	\$1,245	\$1,425	\$1,710	\$1,975
Half Pg + 40K Digital	\$655	\$765	\$875	\$1,045	\$1,205
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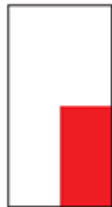
Color is guaranteed in The Weekly Item, but is subject to availability in The Daily Item. Rates include design & composition of a single "template" ad for duration of agreement. The ad shall remain same. Headline, body copy, key graphic can change. More substantial changes subject to additional charge per ad.



FULL PAGE
 11" x 21"
 126 Col/in



1/2 PAGE
 (H) 11" x 10.5"
 (V) 5.43" x 21"
 63 Col/in



QUARTER PAGE
 5.43" x 10.5"
 31.5 Col/in



EIGHTH PAGE
 3.56" x 8"
 16 Col/in



2x4
 3.56" x 4"
 8 Col/in

The Daily Item's Total Audience Packages are the BEST Way to Saturate the Marketplace!

Recommendations

This package is great for a new business, a business that is skeptical about starting digital advertising, a business who does not recognize the importance of being on all of the available platforms.