

The screenshot shows the homepage of the West Volusia Beacon website. At the top, there is a banner for 'DELAND NISSAN' with a callout 'Global \$350 mo.'. Below the banner is the website's navigation menu, including 'Home News', 'Free Classifieds', 'Entertainment', 'Opinion', 'News About This', and 'Beacon Magazines'. The main content area features several articles and advertisements. Callouts indicate advertising costs: 'Global \$175 mo.' for a JACO advertisement, 'Global \$350 mo.' for a 'NEW YEAR. NEW CAR 4 U.' advertisement, 'Global \$250 mo.' for a 'Money Down' advertisement, 'Zones \$50-65 mo.' for a 'DeLand Outdoor Art Festival' advertisement, 'Zones \$50-65 mo.' for 'The Cloisters' advertisement, 'Front \$150 mo.' for a 'Dream home in DeLand' advertisement, 'Zones \$90-130 mo.' for an 'AC • Electrical' advertisement, 'Front \$150 mo.' for a 'Serving The Children of the World' advertisement, and 'Global \$125 mo.' for a 'USED CARS' advertisement.

BeaconOnlineNews.com is:

- A source for CNN.com, Topix.net and Yahoo.com
- Top in Google News searches for DeLand, West Volusia, DeBary
- Linked on many local and national Web sites for community news, such as Volusia County, The City of DeLand, The City of Orange City and DeLand Area Chamber of Commerce.

People read our news.

- 300% increase in Internet traffic in nine months
- 1,500 daily visitors viewing more than 4,300 pages
- 62.8% of our total Web traffic is from Florida
- 38.2% from West Volusia • 5.4% from East Volusia
- 13.6% from the Greater Orlando Area

According to a recent study by Forrester Research, 72% of interactive marketers expect to keep or increase their interactive spending, even in a recession.

Cost: \$50 to \$350 monthly, depending on placement. \$25 one-time setup fee. Pay 3-months in advance and set up fee is waived.*

For more information, contact
The West Volusia Beacon Sales Department
 (386) 734-4622 • Fax (386) 734-4641
 adsales@beacononlinenews.com

*Prices are subject to change. • \$25 one-time setup fee. • Pay 3 months in advance and set up fee is waived. • Penalty fee will be charged for early cancellation during contract period. • Automatic monthly prepay by credit card is available.

Videomercial

Take advertising to the next level



- 30 seconds of professionally taped and edited commercial copy
- Opens in a new window to maximize your visibility, and includes your contact information and Web site links
- Targeted Web site placement
- Professional ad design

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Cost: \$150 to \$450 monthly, depending on placement. \$150 one-time setup fee. Pay 3-months in advance and receive a 2x4 print advertisement, promoting your Web Videomercial, to run once a month during your contract period.*

Newspaper-owned Web sites earned more than \$2 billion in local online advertising revenue in 2007, which represents a 27 percent share of the total local online ad market. Yellow Pages and television Web sites were next with 9.5 percent each, while radio stations captured 2.1 percent.

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* Videos will be created by Streaming Steve's Video Services after contract is signed and payment is received. • Prices are subject to change. • \$150 one-time setup fee. • Pay 3 months initially and receive a 2x4 print advertisement, to promote your videomercial, to run once a month during your contract period. • Penalty fee will be charged for early cancellation during contract period. • Automatic monthly prepay by credit card is available.

In-story Advertising

Be seen



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You want to be seen on BeaconOnlineNews.com. With more than 125,000 page views each month, BeaconOnlineNews.com news stories are an effective part of your marketing strategy.

Cost: \$300 per month. Pay 3-months in advance and receive a 2x4 print advertisement, promoting your In-story advertisement, to run once a month during your contract period.*

Internet advertising revenues reached \$5.8 billion for the 1st quarter of 2008, an 18.2% increase from last year.

— The Interactive Advertising Bureau

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