Introducing our new *Slider* Ad

Ridgecrestca.com
Total Results *Media* 2012

Impacting the "recession proof" customer you need!

Augmenting the "reach and frequency" of your ad message on the area's dominant Web site

Attracting the "active" online consumer who seeks you locally & globally on Google YAHOO! bing

Our Combined Online Audience is "Recession Proof!"

Ridgecrestca.com
Total Results Media 2012

82,000+ unique visitors viewing over **250,000 pages** of information each month *

9 percent increase in audience since January 2011! *

71 percent are 25-54 years of age
20%= 25-34 / 24%= 35-44 / 27%= 45-54 / 23%= 55+

83 percent attended college

51 percent are professional/ managerial

70 percent are homeowners

58 percent earn $50,000 or more/ year

70 percent are local to the area

71 percent log on at work

33 percent did not read the newspaper in the past 7-days

Our online readership is affluent, educated and growing!

Source: *October 2011 Google Analytics vs. January 2011 | Source Belden Interactive North American Newspaper Web Site Study: 2008

Our Print Audience is "Recession Proof!"

Ridgecrestca.com
Total Results *Media* 2012

86 percent of adults have read a newspaper in the past week

80 percent of those took action as as a result of newspaper advertising in the past 30 days

54 percent clipped a coupon

45 percent visited a retail store or showroom

46 percent bought something advertised

36 percent of adults choose newspapers as their primary source to check advertising

37 percent went online to check out a business as a result of a newspaper ad!

Source: How America Shops & Spends, 2011: Newspaper Association of America/ * ABC Audited Circulation x U.S. National newspaper "pass though rate = 3.3

Blending Online & Print Keeps You Competitive!

Ridgecrestca.com
Total Results *Media* 2012

2011 Local Advertising Spending (forecast):

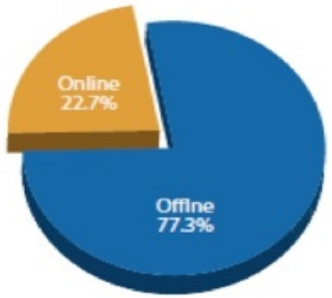
35.3% **of an average ad budget**

was invested in a newspaper

20% **of average ad budget**

was invested online

2015 Local Advertising Spending (forecast):



Local newspapers remain a dominant part of local business marketing budgets. However, Online ad spending will continue to rise as well!

Blending Print & Online multiplies the effectiveness of your message!

Age Segments	Age 18-34	Age 35-54	Age 55+
Local Print + Online (versus print alone)	+46.8%	+27.4%	+5.3%

Percent increase of ad exposure

Source: How America Shops & Spends, 2011: Newspaper Association of America

Blending Online & Print Keeps You Competitive!
They're the top two places your customers look for you!

Ridgecrestca.com
Total Results *Media* 2012

82% of readers took some action as a result of advertising seen in a newspaper

50% of readers bought something advertised in newspaper

61% of readers clipped a coupon from a newspaper

52% of readers went to a store as a result of a newspaper ad

34% of newspaper readers picked up shopping ideas leading *27%* to try a product for the first time

Primary Medium for Checking Advertising	
Newspapers	41%
Internet	21
Ads received in direct mail	14
Television	8
Catalogs	6
Magazines	3
Radio	2
None of these	5

NAA 2011 Advertising Planbook

Source : NAA 2011 Advertising Planbook

Blending Online & Print Keeps You Competitive!
They're the top two places your customers look for you!

Medium Used Most When You Want to Check Ads — by Demographics					
(Read Across)	Newspapers	Internet	Ads in the Mail	TV	Catalogs
Total	35%	28%	12%	9%	7%
Men	31	32	9	12	5
Women	39	23	15	6	8
18-34	18	43	12	13	4
35-49	37	28	11	8	7
50-64	43	22	14	5	7
65+	49	9	10	8	11
<$25,000	34	22	15	11	5
$25K - $49K	33	26	13	11	7
$50K - $74K	38	29	10	9	6
$75K - $99K	39	34	8	3	7
$100,000+	32	30	12	7	8

Base: Total adults

Source
NAA /Frank N. Magid
2011 Report

Source : NAA 2011 Advertising Planbook

Reach Our Recession Proof Audience with Online Frequency!

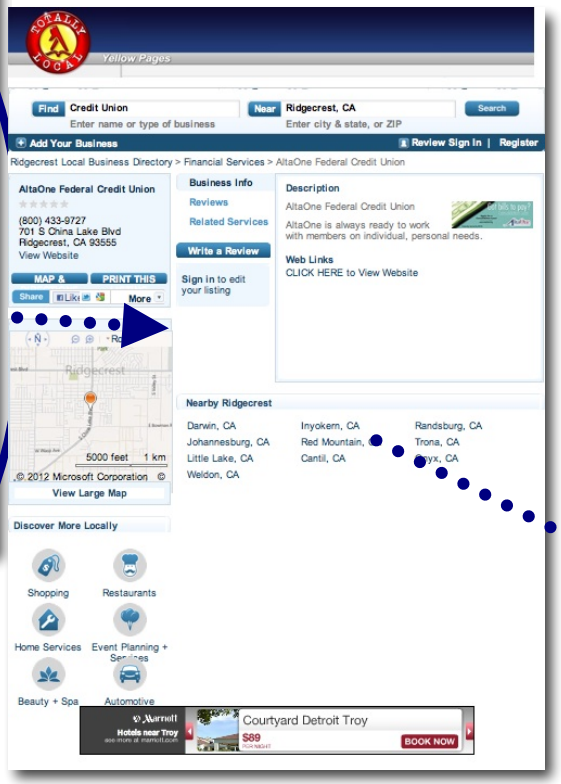
We'll place your ad on ALL Web Site Pages
In our NEW Online "***SLIDER AD***" Position!

Ridgecrestca.com
Total Results *Media* 2012

The "*SLIDER AD*" appears ALONE in the "right rail" when a reader begins to scroll down the page. Then, it stays with them as they view!

Your "***SLIDER AD***" ad will be seen no less than:

10,000 times a month!



Your ad links to your Web site.
Or, your profile page in our

Online Directory

Link to your latest print ad!

Skyscraper: 160 x 600 pixels./ IMU

Limited to 15 Advertisers ONLY!

Reach Our Recession Proof Audience with Online Frequency!

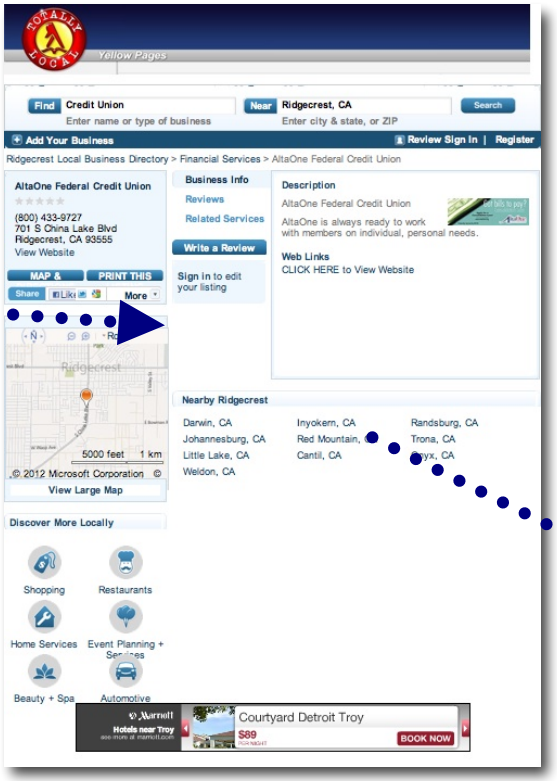
We'll place your ad on ALL Web Site Story Pages!

Ridgecrestca.com
Total Results Media 2012

Skyscraper: 160 x 600 pixels./ IMU

Your ad will ALSO be seen no less than:

10,000 times a month on the all STORY PAGES!



Your ad also links to your Web site. Or, your profile page in our

Online Directory

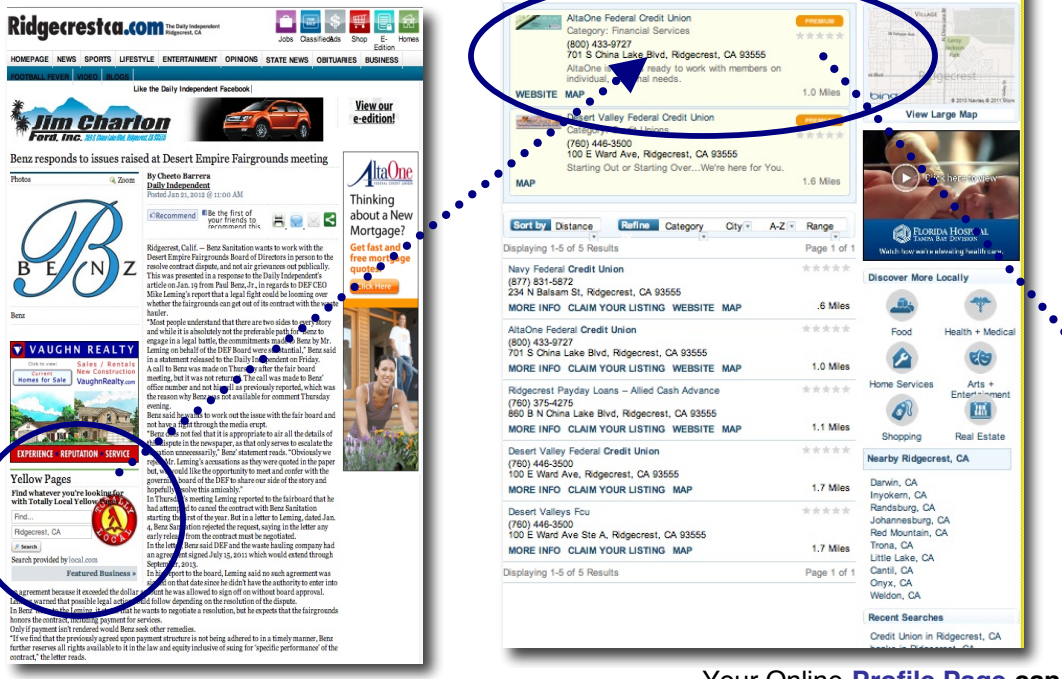
Link to your latest print ad!

Limited to 15 Advertisers ONLY!

Reach an Active Audience Seeking Your Product or Service!

Ridgecrestca.com
Total Results *Media* 2012

All our Web site pages feature a *link/ search box* for our:
Readers can search for you by business name or category

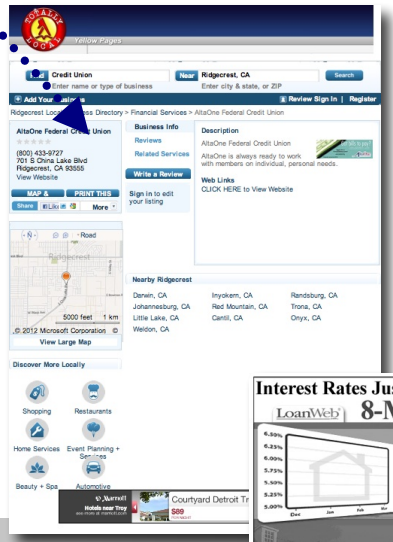


Receive an Online

ENHANCED LISTING!

Your business is bolded & listed
above all of your competitors!
Contact information & Web/ Email links included

Listing also links to
Your Online Profile Page



Your Online **Profile Page can feature**

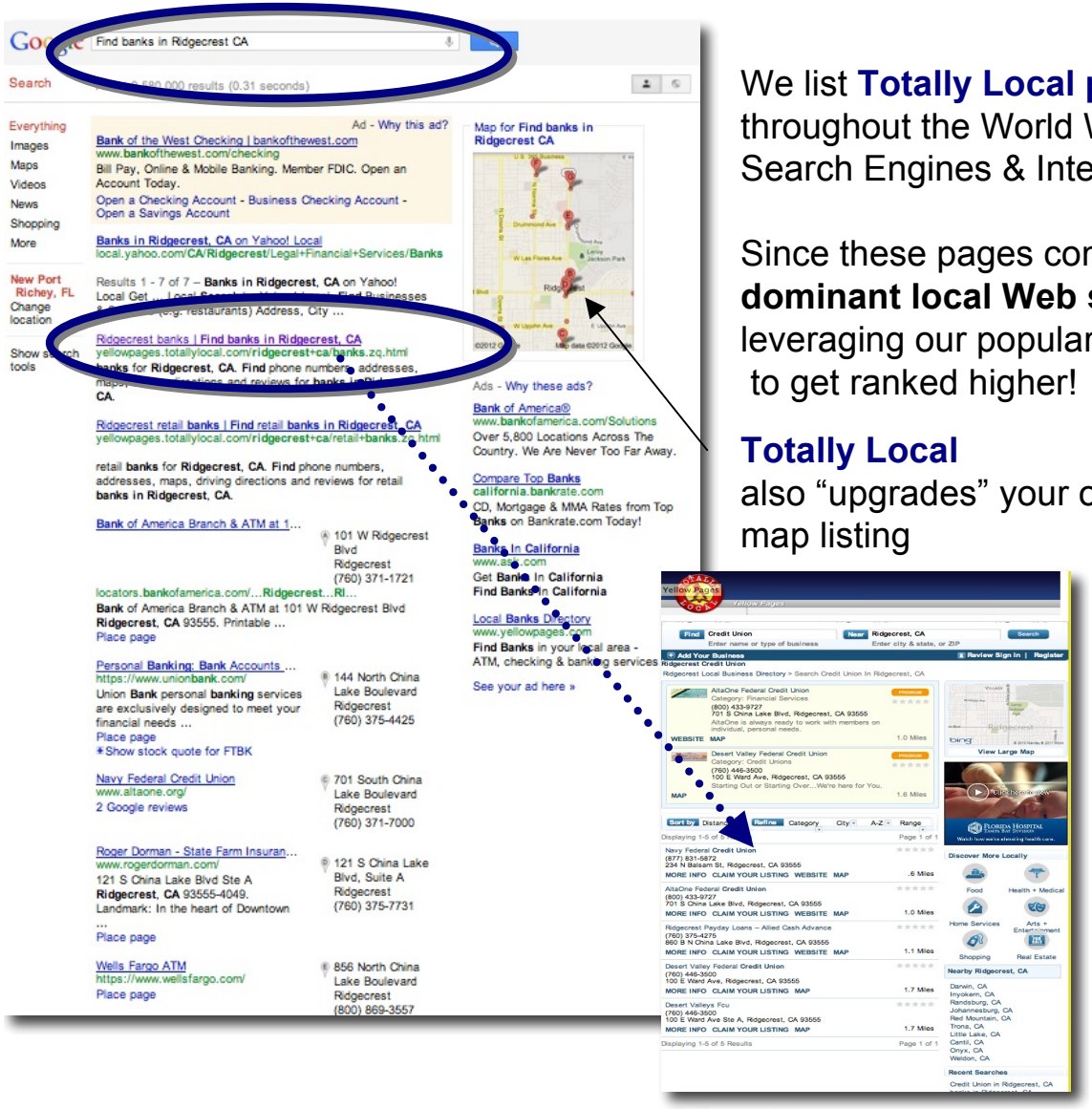
Business Name/ Slogan
Address/ Phone Number/ Fax Number
Email Address Link
Hours of Operation
Business Picture/ Logo
Google Map
Business Profile.
And, a link to your latest print ad!

Link to your latest print ad!

Limited to 15 Advertisers ONLY!

Enjoy assistance with Your Search Engine Optimization!

Ridgecrestca.com
Total Results *Media* 2012



We list **Totally Local pages** throughout the World Wide Web on Search Engines & Internet Directories

Since these pages come from our **dominant local Web site** you will be leveraging our popularity to get ranked higher!

Totally Local also "upgrades" your online map listing

9 out of 10 stop at the first 3 pages of a "Search Engine" when looking for a product or service. 6 out of 10 stop at the first page!
(Jupiter Research Study)

***Pages* are listed on:** YAHOO! Google bing

Actual results on 1st page of Google from a local search for "Find Banks in Ridgecrest, CA" on January 22, 2012
No guarantees are made that similar results will occur with any online deployment

Dominate with the power of newspaper advertising!

Ridgecrestca.com
Total Results *Media* 2012

Get a weekly 2 column x 3 inch ad
running in the
Ridgecrest Daily Independent

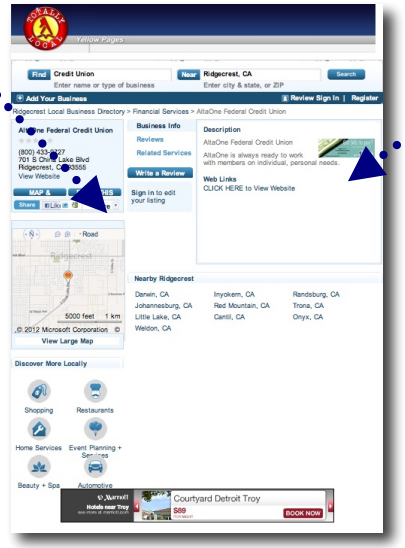
You'll receive no less than 20,000 monthly Online Ads

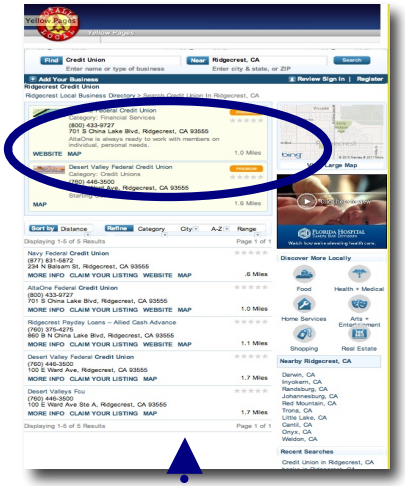
You'll receive **ENHANCED** status in
With your listing at the top

10,000
NEW *Slider*
Skyscraper Ads

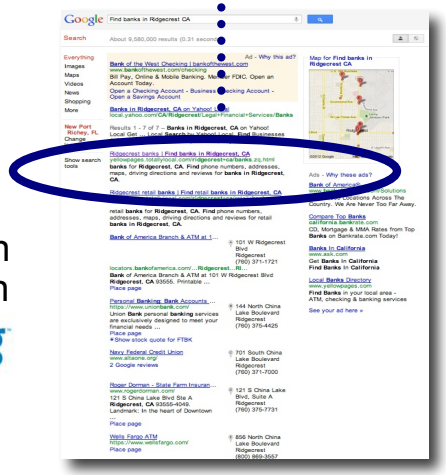
10,000
Story Page
Skyscraper Ads

Ad Links to your:
Website, or
Business Profile Page





2 x 3 weekly
Print Ad!



You'll receive assistance with
"**Search Engine Optimization**" on
Google YAHOO! bing

And, an upgraded map listing

Packaged for 15 advertisers only at:
$79/week for 12-months
$49/week for online only offering

Current Rate: $600/month

Program Details:

Ridgecrestca.com
Total Results *Media* 2012

The Newspaper will deliver across the Web site:
-> A 160 x 600 pixel/IMU Online “Skyscraper Ad” to rotate on ALL Story pages of the local newspaper Web site
-> A 160 x 600 pixel/IMU Online “Slider Ad” to rotate on ALL pages of the local newspaper Web site
Ad is guaranteed to receive no less than 20, 000 monthly ad impressions

-> Enhanced Status in the Online Totally Local Directory Platform (SEO assistance and Profile Page)

-> Print Advertising monthly in the Newspaper:_____

- Advertiser agrees to pay a **weekly fee of: $** _____ (to be billed in 12 monthly terms)

This agreement is for 12 consecutive months commencing on _____

The agreement has been executed by the parties hereto through their authorized representatives on the date set forth below.

Newspaper:

_____ _____
Salesperson) (Date)

_____ _____
(Management) (Date)

Account Numbers(s):

_____

ADVERTISER:

_____
(Firm Name)

_____ _____
(Authorized Signature) (Date)

_____ _____
(Print Name and Title of Signer) (**Email Address**: to receive weekly reports)

_____
(Street Address/P.O. Box)

_____
(City, State and Zip)

_____
(Telephone Number)

By signing this Agreement the advertiser accepts the following conditions: This Agreement is governed by the terms and conditions of the newspaper’s current rate card and general advertising policies. This Agreement may be terminated by either party with 30 days written notice. Early termination will result in advertiser paying prevailing rate for all inventory used= $600/ month for full program.