

Online advertising specifically targeting

# KITSAP NAVY BASES

*with exposure throughout Kitsap County.*

**Your ad will be on the home page and on all 8 channels**  
of the KitsapNavyNews.com, plus 7 channels on each site in the Kitsap network!

That's 14,487 monthly.



**Impact** - reaching the geographical audience you need

**Augmenting** - reach & frequency on our dominant LOCAL websites

**Attracting** - effectively reach ACTIVE online consumers looking for products & services



# Our combined online audience is recession proof

**571,909+** unique visitors  
viewing over **2,164,861** pages  
of information each month\*

- **71%** are 25-54 years of age
- **83%** attended college
- **51%** are professional/ managerial
- **70%** are homeowners
- **58%** earn \$50,000 or more/ year
- **70%** are currently local to the area
- **71%** log on at work
- **33%** did not read the newspaper  
in the past 7-days

**Our online readership  
is affluent, educated & growing!**

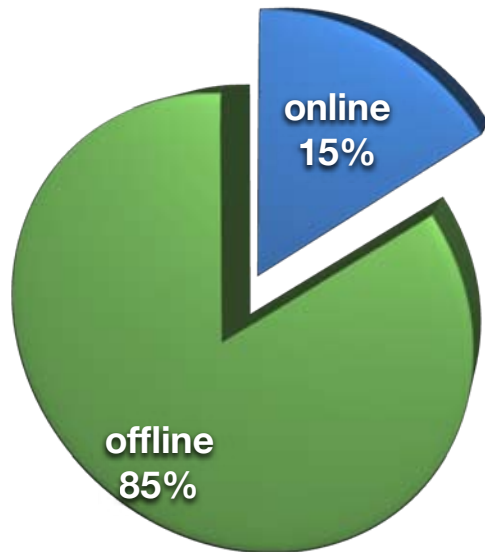
Kitsap  
**NAVY NEWS**  
A DIVISION OF SOUND PUBLISHING, INC.

3888 NW Randall Way, Suite 100, Silverdale WA 98383 | (360) 308-9161

Source: \* June 2011 Google Analytics | Source Belden Interactive North American Newspaper Web Site Study: 2008

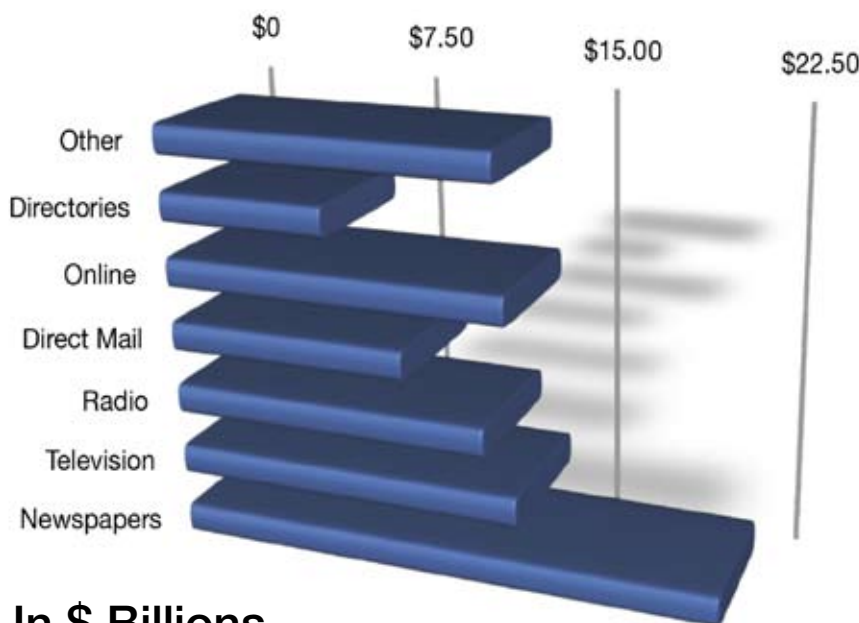
# Why advertise locally?

Because, as the economy went down **LOCAL online spending went up!**



**14.9%** of average (SMB) Small/Medium sized businesses' ad budget is now online!

**If your business is not there  
your competitor probably is!**



**And that percentage  
is slated to rise over  
the next 10 years!**

**In \$ Billions**

Source: 2011 Borrel Research Study: Benchmarking Local Online Media

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# We'll design your compelling, online **MEDIUM RECTANGLE** ad

to run 14,000 times each month on the **Home Page** of KitsapNavyNews.com

And on each site of the Kitsap network.\*

**You will share our Home Page with only 1 other advertiser.**

## \*Kitsap network includes:

BainbridgeReview.com, BremertonPatriot.com/CentralKitsapReporter.com,  
KingstonCommunityNews.com, KitsapNavyNews.com, NorthKitsapHerald.com  
& PortOrchardIndependent.com



## Available for 2 local advertisers

for only **\$50** per week  
Rate requires a 52-week term

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# Easier multimedia ad placement with a single marketing investment

## Wallpaper

1180 x 768 pixels wrap  
& 300 x 250 pixels ad



## Pull Downs

989 x 50 pixels pencil  
Expands to 989 x 400 pixels ad



## Homepage Floating Ad

Not to exceed 400 x 400 pixels  
Expandable: Doubles in size



## Obituary Page Sponsorship

Half page & banner



## Wallpaper

Estimated impressions 242,700

Single site weekly **\$499**

Cluster weekly **\$1,200**

## Pull Downs or Home Page Floating Ad

Estimated impressions 65,100

Single site weekly **\$299**

Cluster weekly **\$498**



## Obituary Page Sponsorship

Exclusive Half Page & Leaderboard

Single site monthly **\$400**

## Calendar Page Sponsorship

Exclusive Leaderboard

Single site monthly **\$200**

Our community websites are naturally local and targeted to each community served. You'll secure a position on the landing page and 7 other channels with no more than 4 advertisers in rotation. Rates are per week. Rates below include ad production and one design change per month.

Kitsap Group Rates per ad/per website	Advertisers in Rotation	Estimated Impressions Per Advertiser	3:1 Rectangle 300x100 pixels 2 positions/rate per ad	Half Page or Leaderboard 300x600 pixels or 728x90 pixels	Medium Rectangle 300x250 pixels
www.BainbridgeReview.com	3	22,855	<b>\$45</b>	<b>\$88</b>	<b>\$115</b>
www.NorthKitsapHerald.com	3	18,247	<b>\$25</b>	<b>\$50</b>	<b>\$65</b>
www.PortOrchardIndependent.com	2	20,412			
www.BremertonPatriot.com/ www.CentralKitsapReporter.com	2	17,161	<b>\$21</b>	<b>\$40</b>	<b>\$50</b>
www.KitsapNavyNews.com	2	14,487			
www.KingstonCommunityNews.com	1	14,557	<b>\$12</b>	<b>\$22</b>	<b>\$33</b>

**Small Rectangle:** Max frames: 1, Max file size: 38kb, File type: .jpg **Box:** Max frames: Unlimited (Not to exceed MAX file size), Max file size: 65kb, Multiple frames: .gif, Static (1 frame): .jpg **Video Advertising Surcharge:** \$150 per site/per month

**Flash Advertising Surcharge:** \$100 per site/per month

Call **(360) 308-9161** today & get started!

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# Online ADVERTISING INSERTION AGREEMENT

Date \_\_\_\_\_

AD#

Ad Rep

Selling office

Advertiser	Acct #	Acct REP#
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Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ Email \_\_\_\_\_

## AD TYPE/SIZE



- ☐ Half Page (300x600 pixels)
- ☐ Leaderboard (728x90 pixels)
- ☐ Medium Rectangle (300x250 pixels)
- ☐ 3:1 Rectangle (300x100 pixels)
- ☐ Includes STATIC or SPLASH PAGE

- ☐ Push Down
- ☐ Homepage Takeover
- ☐ Video/Flash
- ☐ Wallpaper

## HOUSE ADS ONLY

- ☐ **Promo** (200x90 pixels)  
ad next to top Leaderboard

Website "clickthru link" to	Start Date	End Date
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## WEBSITES

- ☐ www.ArlingtonTimes.com
- ☐ www.Auburn-Reporter.com
- ☐ www.BainbridgeReview.com
- ☐ www.BBJtoday.com
- ☐ www.BellevueReporter.com
- ☐ www.BLSCourierHerald.com
- ☐ www.Bothell-Reporter.com
- ☐ www.BremertonPatriot.com
- ☐ www.CentralKitsapReporter.com
- ☐ www.Courierherald.com
- ☐ www.FederalWayMirror.com
- ☐ www.ForksForum.com
- ☐ www.Gazette-Tribune.com
- ☐ www.IslandsSounder.com
- ☐ www.IslandsWeekly.com
- ☐ www.IssaquahReporter.com
- ☐ www.KentReporter.com
- ☐ www.KingstonCommunityNews.com
- ☐ www.KirklandReporter.com
- ☐ KitsapNavyNews.com
- ☐ www.LittleNickel.com
- ☐ www.MapleValleyReporter.com
- ☐ www.MarysvilleGlobe.com
- ☐ www.MI-reporter.com
- ☐ www.NickelAds.com
- ☐ www.NorthKitsapHerald.com
- ☐ www.PeninsulaDailyNews.com
- ☐ www.PortOrchardIndependent.com
- ☐ www.Redmond-Reporter.com
- ☐ www.RentonReporter.com
- ☐ www.SanJuanJournal.com
- ☐ www.SouthWhidbeyrecord.com
- ☐ www.SequimGazette.com
- ☐ www.TheBellevueScene.com
- ☐ www.TukwilaReporter.com
- ☐ www.ValleyRecord.com
- ☐ www.VashonBeachcomber.com
- ☐ WhidbeyCrosswind.com
- ☐ www.WhidbeyNewsTimes.com
- ☐ Other

RATE/MONTH

## VIDEO

RATE/MONTH

- [illegible]

- ☐ CASH   ☐ CHECK   ☐ VISA   ☐ MC

- ☐ Prepaid #

- ☐ Please Bill Client PO#

I/we hereby agree to the following advertising schedule during the period indicated above.

I/we understand and agree that accounts are due and payable upon receipt of invoice/statement and that any account unpaid after the 30th of the month is subject to a service charge of 2% per month.

I/we also understand that all 12-month agreements will automatically renew at the specified end date below for another 12-month period. 30 day notice is required by either advertiser and/or a representative from Sound Publishing for agreement cancellation or notification of non-renewal.

Approved by (Please Print)

Signature

Sales Manager/Publisher Approval

– For office use only –

- 1) complete agreement
- 2) give to office admin to enter info in PBS
- 3) fax/email to [websales@soundpublishing.com](mailto:websales@soundpublishing.com)

TOTAL/MONTH \$ TOTAL/Contract Investment \$