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# NEWPORT DISPATCH NEWS

Media Kit 2015



Thank you for choosing Newport Dispatch News. Founded in 2014, Newport Dispatch News serves communities within Orleans County, Vermont. With more than 25,000 readers each month, Newport Dispatch News has established itself as a recognized leader in online-only local news.

Your local business is important to us. We look forward to serving you.

Best regards,

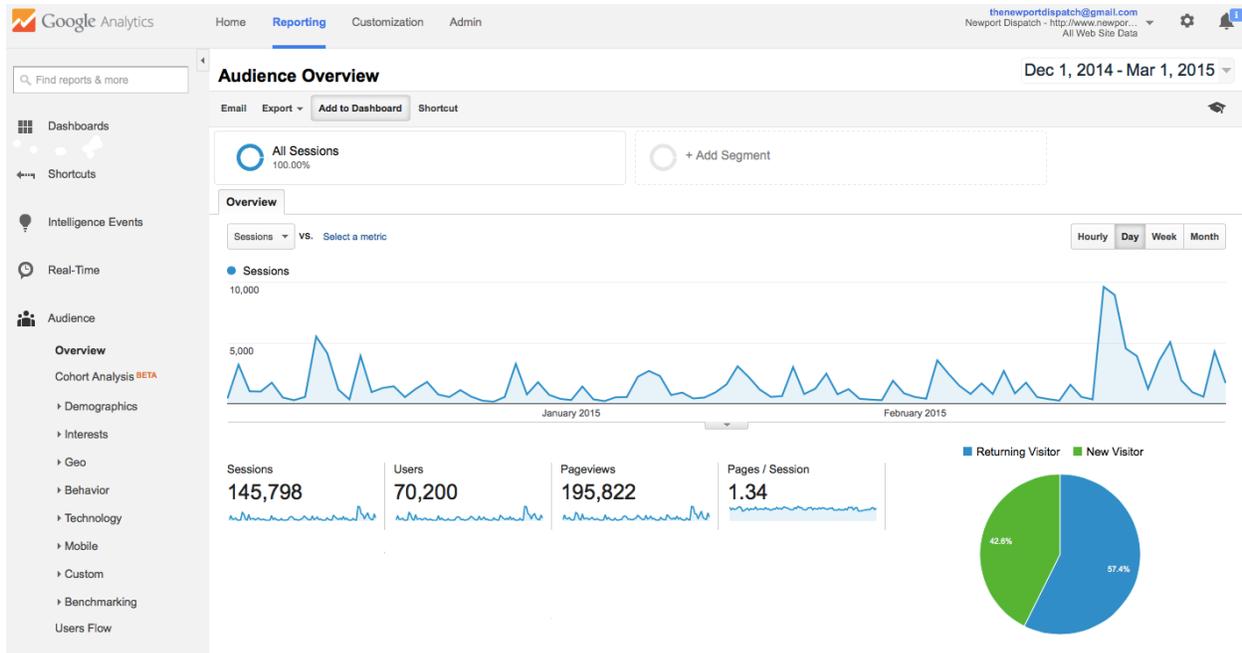
Bryan Marovich  
Founder/Editor

**With local newspaper sales way down, why keep paying top dollar to reach an audience that is getting smaller and smaller each month?**

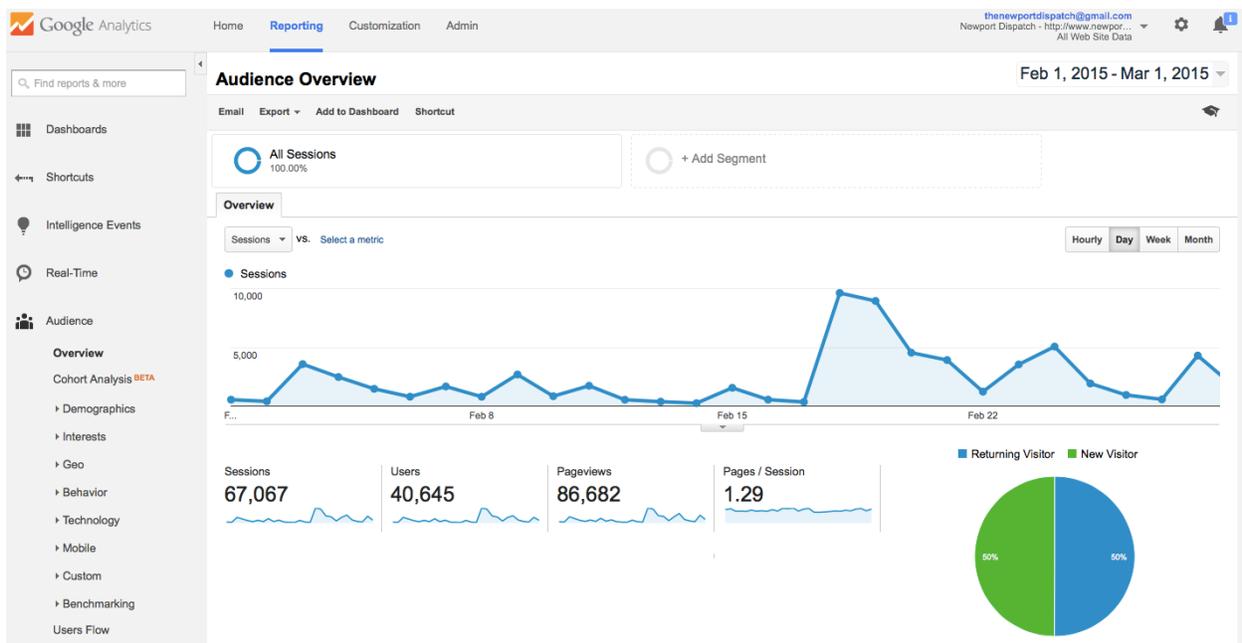
### **Overview Statistics**

**Newport Dispatch News** averages more than **25,000 readers each month**, sometimes reaching as many as 40,000 in a month. We average more than **70,000 pageviews** each month. With our local ads displaying on each and every page at the site, we provide our advertisers the opportunity to have their message reach the largest local audience around.

Below is our three month Google Analytics report:

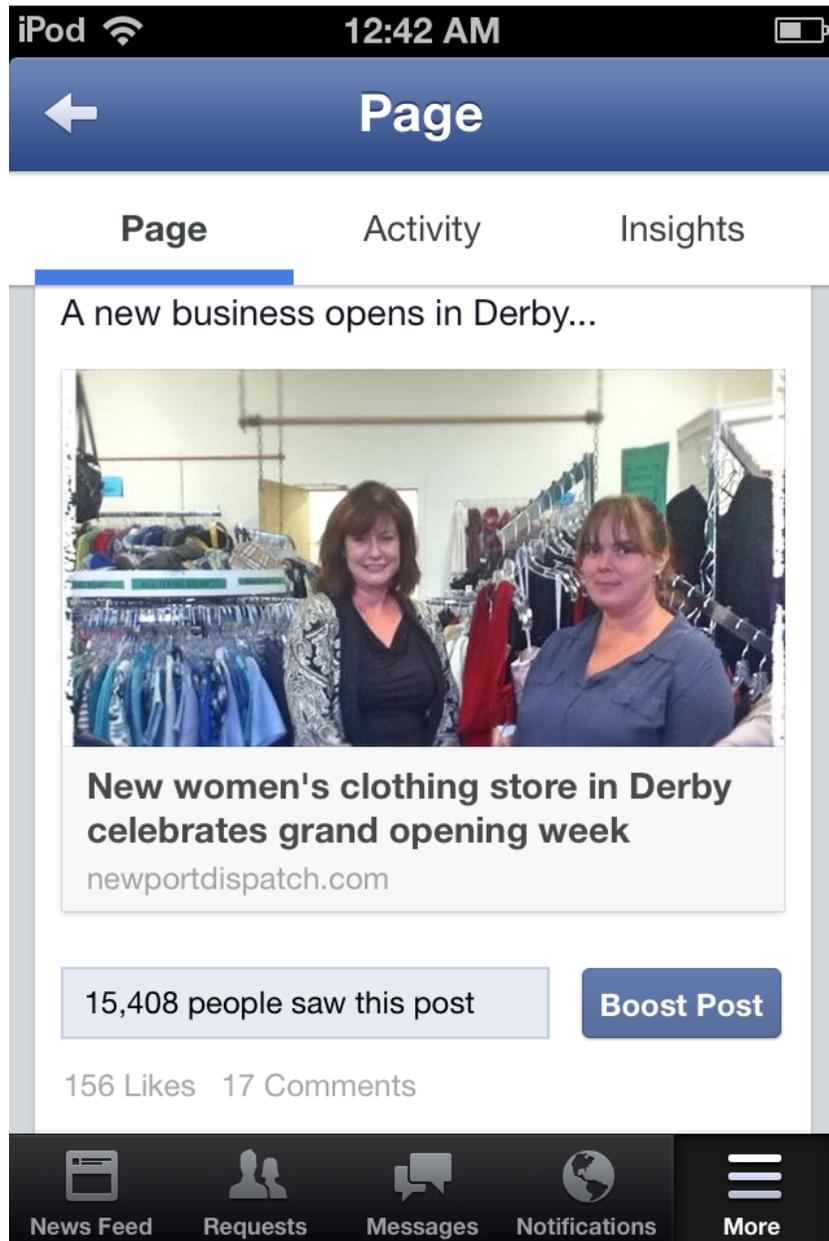


With a population of 33,000, when we break local news stories, we can literally reach everyone within Orleans County, as demonstrated in February 2015, where we had over **40,000** unique visitors to the site:



## Social Media Reach

Newport Dispatch News has the power to quickly reach the community through our social media presence. As one of the most popular Facebook pages in Orleans County, we were able to promote a store opening in Derby through our page, reaching over 15,000 people. We offer social media shout outs for our advertisers, as a way of making sure that your local business connects with our audience.



**Everyone is online. Your business can't afford to miss out on connecting with the LARGEST audience in the area for a fraction of the cost of advertising in the local newspapers.**

### **Pricing**

All of our prices are per month. When you choose to advertise with Newport Dispatch News, your ad will run for 30 days. Ads may be updated throughout this time to reflect your advertising needs.

All ads rotate, and "impressions" are tracked within our adserver, letting our advertisers know just how many times their ad was viewed.

### **We have four options for local advertisers**

#### **Medium Package: \$100 per month**

This includes a 300 X 250 size ad that runs on the right side of every page at the site.

#### **Large Package: \$250 per month**

This includes a 300 X 600 size ad that dominates the right sidebar, along with a 600 X 160 ad that runs at the bottom of each article (these ads rotate amongst advertisers). Statistics show that ads below content are more likely to be clicked on.

#### **Coupon Package: \$150 per month**

This includes a regular 300 X 250 size ad, as well as a digital coupon that can be stored at the site for our readers to print and redeem at your business. We can also share these coupons through our social media outlets.

#### **Content Marketing Package: \$300 per month**

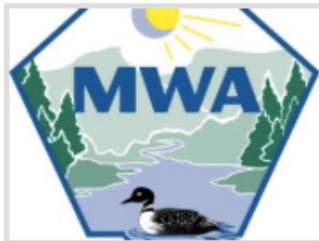
This includes a 300 X 600 size ad, along with the 600 X 160 ad that runs at the bottom of each article, as well as a monthly column that runs at the site. This column allows a local business to create valuable content related to their business or service.

An example of this would be a column about health and fitness, sponsored by a local gym.

Below is a screenshot of our homepage, with a 300 X 600 size ad appearing above a 300 X 250 size ad. In post ads are 600 X 160 in size, and they appear at the end of each article.



[Advertise](#) [Home](#) [About](#) [TV](#) [Help](#) [Newsletter](#)  
[Weather](#)



#### Memphremagog Watershed Association Scholarship applications available for local students

NEWPORT — In 2012, The Memphremagog Watershed Association (MWA), a non-profit membership association dedicated to the preservation of the environment and natural beauty of the Memphremagog watershed, began a scholarship program that continues today.

by Bryan Marovich | Newport

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#### Firefighters union opposes cuts to dispatch centers in Derby and Rutland

NEWPORT — The Professional Firefighters of Vermont voted at their quarterly membership meeting in South Burlington to support the Vermont State Employees Association in opposing the cuts to the PSAP/Dispatch centers in Derby and

by Bryan Marovich | Derby

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#### K-9 Kilo struck and killed in Derby

DERBY — He came to the department in August of 2014 as just an eight-week-old puppy, but sadly, on Sunday police announced the death of Orleans County Sheriff's Department police dog "K-9 Kilo." The

by Bryan Marovich | Derby

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A vertical advertisement for DJ Pratte. At the top, it says 'Cafe Bar Stanstead Presents' in a cursive font. Below that, 'DJ Pratte' is written in large, bold letters. Underneath, it says 'Friday/Vendredi Feb.20@ 9 Pm'. The central image shows a DJ setup with two large speakers and a turntable. At the bottom, it says '3\$ Hard Drinks'. Contact information for Cafe Bar Stanstead is provided at the very bottom.

A vertical advertisement for Green Mountain Sporting Goods. The background features an American flag. The text 'Green Mountain SPORTING GOODS' is prominently displayed. At the bottom, a phone number '802-754-6165' is listed.

A horizontal advertisement for Goodyear. It features the Goodyear logo and the text 'SUMMER TIRE Goodyear Special Offer: Get up to an \$80 rebate'.