

LOCAL ONLINE

GANTDAILY.com

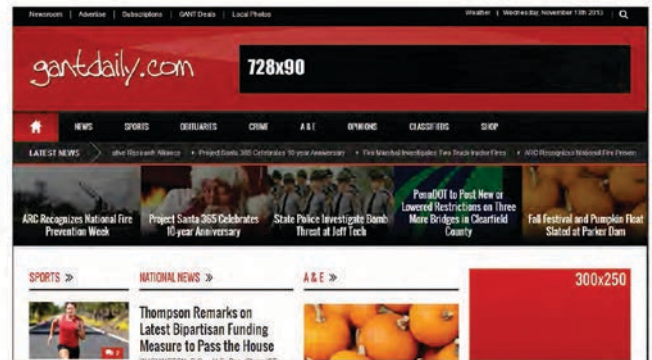
is the online newspaper serving the central PA region. With over 200,000 UNIQUE readers each month our online and mobile formats put your business in front of a large and growing audience.

AUDIENCE

Gender Profile	Age Profile
54.4% female	18-24 years 19.2%
45.6% male	25-34 years 20.6%
	35-44 years 20.9%
	45-54 years 22.9%
	55-64 years 13.4%
	65 and up 4%

SERVICES

- Display Advertising
- Social Media Marketing
- Constant Contact e-Mail Marketing
- Sponsorships
- Banner Ad Design



TRENDS IN ONLINE NEWS

- 42% of Americans now use the internet to read news, both national and international
- online news saw a 17% growth in total audience, vs. newsprint declining 5%, radio news shrinking 6%, and TV news decreasing by 6.2%
- people spend on average 13.5 minutes per day reading news online, vs. newspaper at 9 minutes per day
- 60% of people go online first for news and breaking news

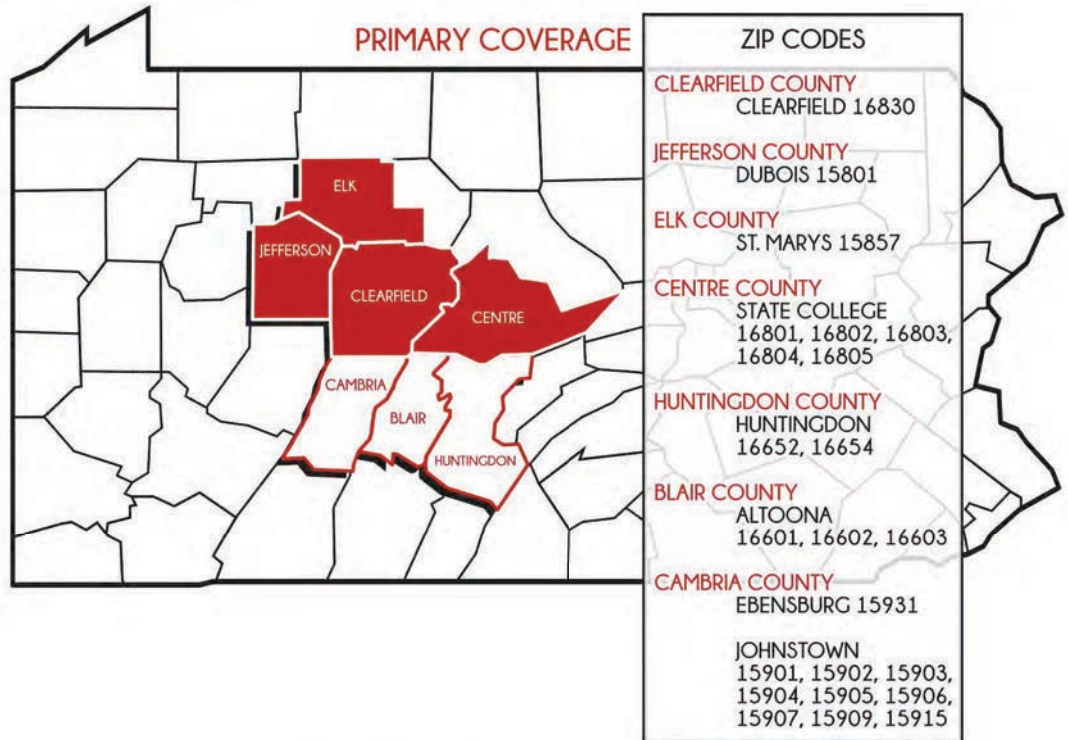
(Sources: Pew Project for Excellence in Journalism, NEWSGROUP4, Newspaper Association of America)

Member of  **NewsMedia**
ASSOCIATION

In Partnership with  **6WJAC**

TRAFFIC
on average per month

	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Viewed traffic	238,578	522,823	7,932,668	24,974,969	219.35 GB



AD SIZES

728 X 90 LEADERBOARD



160 x 600 SKYSCRAPER



125 X 125 BUTTON



300 X 250 MEDIUM RECTANGLE



NEW CONTENT & FEATURES

- * STREAMLINED NAVIGATION SYSTEM ALLOWING USERS TO MORE EASILY NAVIGATE CATEGORY SPECIFIC NEWS INTERESTS
- * LATEST NEWS SLIDER TO UPDATE READERS ON THE MOST RECENT POSTED STORIES
- * READER PHOTO GALLERIES OF SUBMITTED PHOTOS TO USE FROM OUR LOYAL READERS
- * VIDEO PLAYERS DISPLAYED ON THE HOMEPAGE WILL ALLOW A STREAMING VIDEO SERVICE ON NATIONAL AND WORLD TOPICS, AND A YOUTUBE CONNECTION FOR A DISPLAY OF LOCAL VIDEO CONTENT
- * SOCIAL CONNECT—A PLATFORM THAT PROVIDES A CONNECTION BETWEEN OUR READERS, GANT CONTENT AND THE USERS SOCIAL MEDIA. FEATURES A FACEBOOK RECOMMENDATION WIDGET, A CROWDY NEWS WIDGET AND GOOGLE+ CONNECTOR
- * FEATURES STORY SLIDER TO SHOWCASE IN-DEPTH STORIES REFLECTING AREAS OF INTEREST WITH STORIES THAT RESONATE WITH LOCAL READERS
- * NEW DISPLAY AD SIZES TO INCREASE LOCAL BUSINESS EXPOSURE. NEW "EXCLUSIVE TO LOCAL" AD POSITIONS HAVE BEEN CREATED.

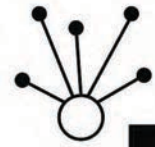
BOOST YOUR ADVERTISING PACKAGE AND BE A PAGE SPONSOR

PAGE SPONSORSHIPS

YOUR 728X90 BANNER AD WOULD BE FIXED AT THE TOP OF THE PAGE MEANING YOU ARE THE ONLY ADVERTISEMENT IN THAT SPOT!

HERE ARE THE FOLLOWING PAGES AVAILABLE TO SPONSOR

- LOCAL NEWS
- NATIONAL NEWS
- TOP STORIES
- LOCAL SPORTS
- NATIONAL SPORTS
- READER PHOTOS
- BUSINESS
- HEALTH
- A & E
- WEATHER
- CRIME
- OBITUARY NOTICES
- MARCELLUS SHALE



get it!
HALF OFF!

great deals from local businesses - all half off!

As a participating merchant you'll receive:

Over \$5,000 in advertising value in banner ads across GANTDAILY.com

Your own deal page on [Half-off Deals](#)

Plus, promotional blasts on [Facebook](#), [Twitter](#), [RSS](#), and our [entire email subscriber list!](#)

You trade us 50 gift certificates valued at \$50.00 (in any increment) and we print the gift certificates, handle the fulfillment, promote your business!



RATES

*estimated impressions are in the thousands. for example, 25 means 25,000

728 x 90 Leaderboard			
Monthly Impressions	\$9.00	\$7.00	\$6.00
Estimated Impressions	1-6 Month Contract	7-11 Month Contract	12 Month Contract
25	\$225.	\$175.	\$150.
35	\$315.	\$245.	\$210.
50	\$450.	\$350.	\$300.
75	\$675.	\$525.	\$450.
100	\$900.	\$700.	\$600.

300 x 250 Medium Rectangle			
Monthly Impressions	\$8.00	\$6.00	\$5.00
Estimated Impressions	1-6 Month Contract	7-11 Month Contract	12 Month Contract
25	\$200.	\$150.	\$125.
35	\$280.	\$210.	\$175.
50	\$400.	\$300.	\$250.
75	\$600.	\$450.	\$375.
100	\$800.	\$600.	\$500.

160 x 600 Skyscraper			
Monthly Impressions	\$7.00	\$5.00	\$4.00
Estimated Impressions	1-6 Month Contract	7-11 Month Contract	12 Month Contract
25	\$175.	\$125.	\$100.
35	\$245.	\$175.	\$140.
50	\$350.	\$250.	\$200.
75	\$525.	\$375.	\$300.
100	\$700.	\$500.	\$400.

125 x 125 Button			
Monthly Impressions	\$5.00	\$4.00	\$3.00
Estimated Impressions	1-6 Month Contract	7-11 Month Contract	12 Month Contract
25	\$125.	\$100.	\$75.
35	\$175.	\$140.	\$105.
50	\$250.	\$200.	\$150.
75	\$375.	\$300.	\$225.
100	\$500.	\$400.	\$300.



Visitclearfieldcounty.org sees over 30,000 unique visitors and averages over 300,000 page views each year. Advertise your business on visitclearfieldcounty.org today!

AD SIZES and RATES [annual]

ADDED VALUE RATES WITH A
GANT DAILY

ADVERTISING PACKAGE! 

728 X 90 LEADERBOARD

\$900

125 X 125 BUTTON

\$400

300 X 250 MEDIUM RECTANGLE

\$600

Showcase your Business and Events on VisitClearfieldCounty.org!

Ready to grow your business?

CONTACT:

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