

National Reach with Local Relevancy



48 million unique users

Over 1 billion page views per month

**Total transparency of our sites
Coverage in every DMA in the US**

One-stop shopping, one I.O. & one invoice

Trusted Content

**400+ of the best,
most widely read and
respected local websites,
owned by Tribune,
Gannett, Hearst,
New York Times
and more!**



Targeting Capabilities

Channel: News & Information, Broadcast, Entertainment, Sports, Lifestyle, Video, Mobile

Advanced Targeting: Behavioral, Contextual, Explicit Demographic

Re-Targeting. Frequency capping

Section: News, Sports, Entertainment, Business, Travel, Lifestyle, Weather



Dedicated Inventory

Controlled Premium inventory

Section-front, above the fold exposure

Fixed homepage units nationwide

Rich media: sliding billboards, peelbacks, expendables, expandable full page spread, dynamic mapping unit, interactive video overlay

Quick turnaround of inventory requests & optimizations

One ad specification for each IAB size across all sites

No markup on CPM

**Source: Comscore December 2009*