

DIGITAL ADVERTISING RATE CARD --- 2016

Central Virginia Media Group
Digital Advertising Solutions

The Daily Progress

follow us  

dailyprogress.com

THE NEWS VIRGINIAN
NewsVirginian.com THE VALLEY. IN DEPTH. DAILY.

ORANGE COUNTY REVIEW

The Madison  Eagle

GREENE COUNTY
RECORD

The Rural
Virginian

follow us     ruralvirginian.com

TABLE OF CONTENTS

DIGITAL DISPLAY POSITIONS

Home Page Takeovers & Pencil Pushdowns 2
Takeover Rates..... 4
Run of Site Sizes – Desktop 5
Run of Site Sizes – Mobile..... 6
Mobile App/Tablet Formats and Rates 7
Mobile App screenshots..... 8
iPad App Formats and Rates..... 9
iPad App screenshots..... 10
Digital Rates 11
Interstitial 12

FIND LOCAL & BH DIGITAL SERVICES

FindLocal Product Mix 14
Digital Add-Ons..... 15
BH Digital Services..... 16

AUDIENCE EXTENSION

Geo-Targeting • Run of Network 18
Behavioral Targeting • Search Targeting 19
Contextual Targeting • Site Retargeting..... 20

EMAIL NEWSLETTERS

Email Newsletters 22
Email Newsletter Rates 24

EMAIL BLASTS

Email Blasts..... 26

VIDEO PRE-ROLL

Video Pre-Roll..... 28

QUIZZES

Custom Quizzes..... 30

SAVE LOCAL

Save Local 32

SPONSORSHIPS

Cavalier Insider Sponsor 34
Cville Varsity Sponsor..... 35
Weather Sponsor 36
Gallery Sponsor 37

RATE CARD QUICK REFERENCE

Rate Card Quick Reference 38

DIGITAL DEADLINES & OTHER INFORMATION

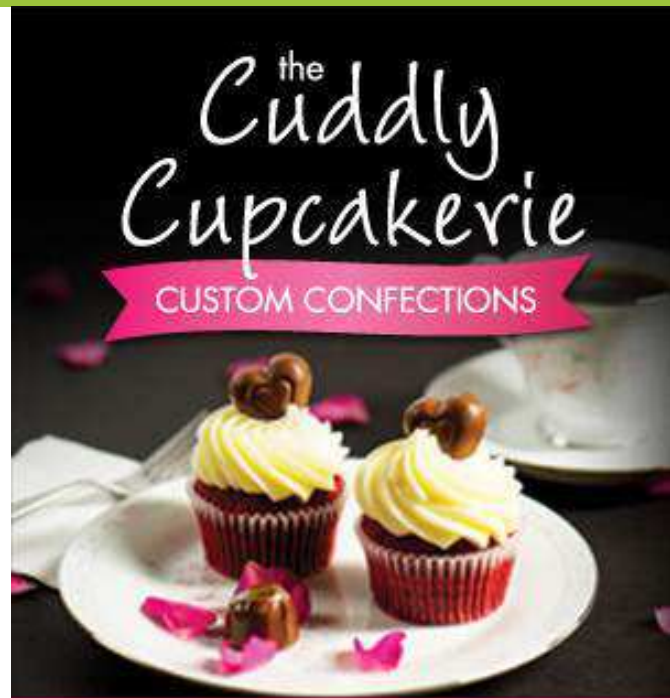
Digital Deadlines 40

Digital Display Positions

300 pixels

250 pixels

300 pixels



600 pixels



600 pixels

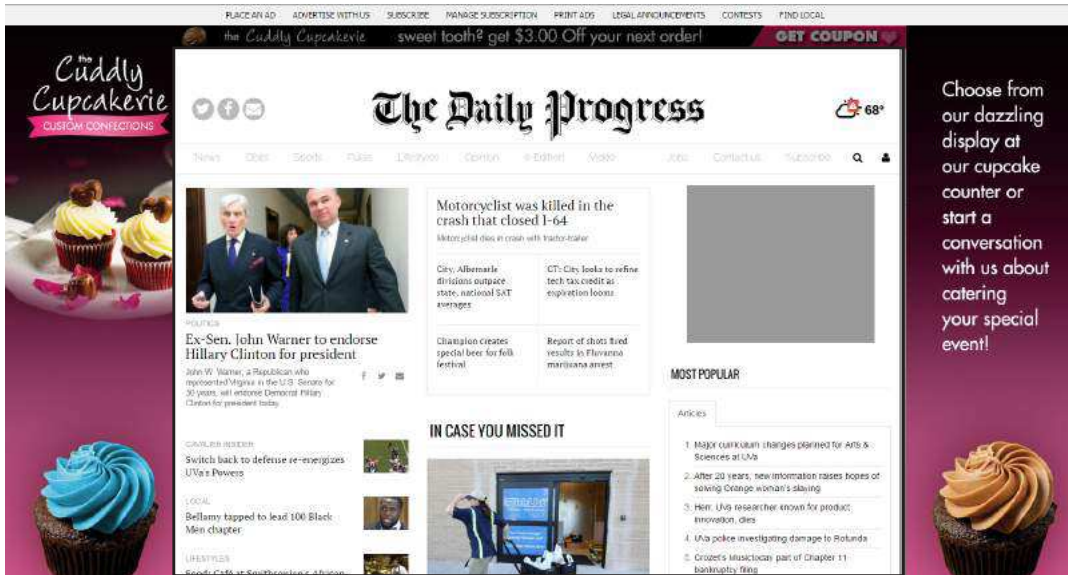
728 pixels



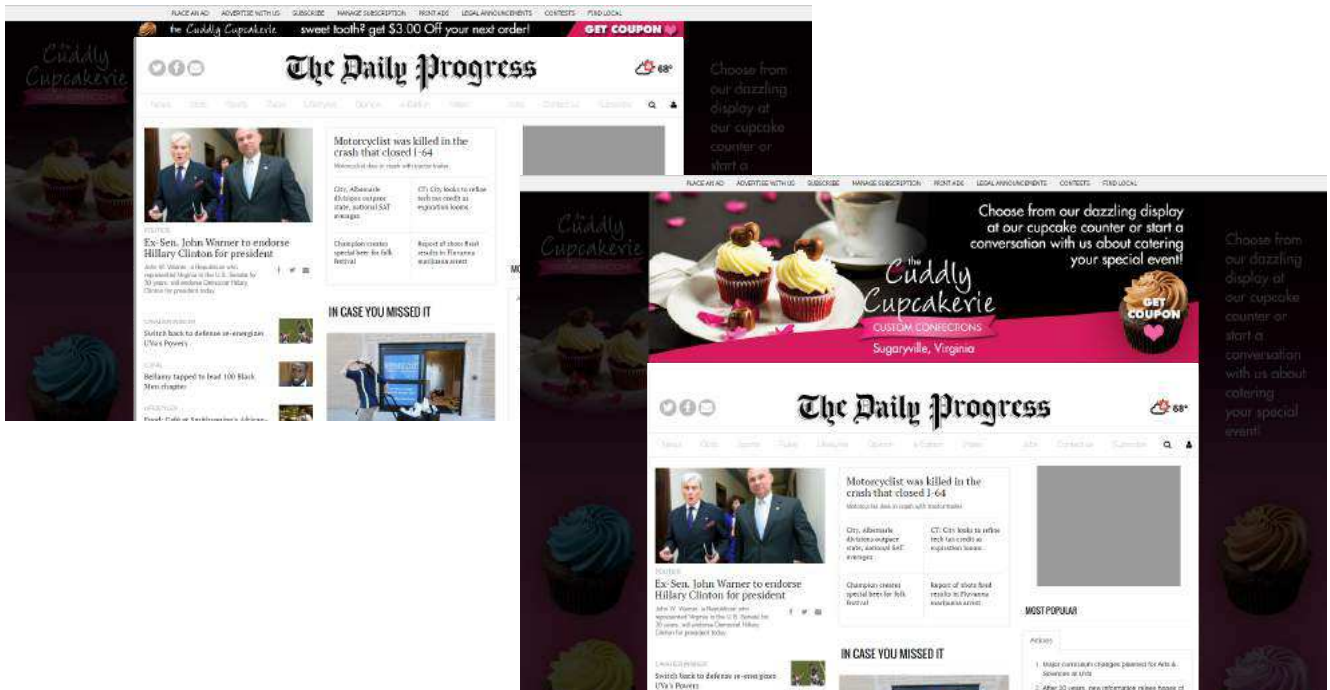
90 pixels

DIGITAL DISPLAY POSITIONS

Home Page Takeovers

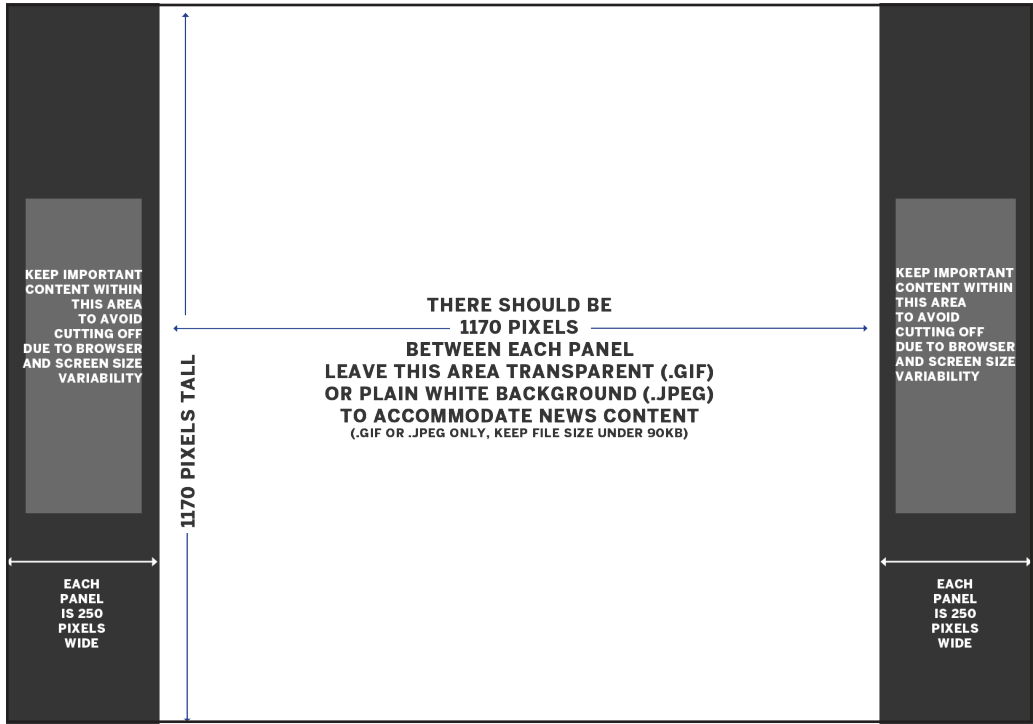


Pencil Pushdown



Home Page Takeovers

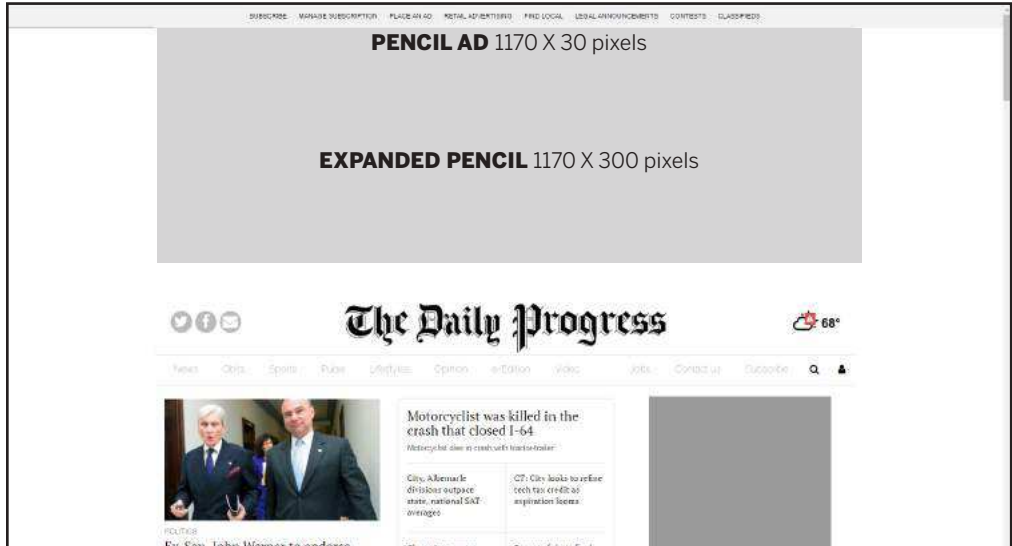
- Available on Home Page only
- Max 2 days in a row
- Max 4 days per month



Takeover Specifications:

- Must include companion pencil expandable (1170x30 expands to 1170x300).
- Resolution 72 dpi.
- Wallpaper is static (no animation).
- 1170x30 is static only.
- 1170x300 can have animation, GIF or HTML5.
- Dimensions: 1670 wide x 1170 tall overall, comprised of two 250wide x 1170tall panels on either side of Editorial Content.
- There must be 1170 pixels between each panel.
- File Formats Accepted: GIF/JPEG only
- Middle area must be transparent (gif) or left blank (white in jpeg format) to accommodate Editorial Content.
- File Size Limit: 90K.
- A Photoshop template is available from The Daily Progress digital team upon request. Contact your AE to obtain latest copy (template last updated 9-26-2016)

Pencil Pushdown



- **Pencil:** 1170 x 30 expands to 1170 x 300 when mouse over

Pencil Specifications:

- Resolution 72 dpi.
- Wallpaper is static (no animation).
- Dimensions: 1170x30 pencil, 1170x300 expandable.
- 1170x30 is static only.
- 1170x300 can have animation, GIF or HTML 5 only
- Animations capped at 15 seconds or less
- File Formats Accepted: GIF/JPEG and GIF/HTML5 for animated
- File Size Limit: 90kb for the 1170x300 and 40kb for the 1170x30.

TAKEOVER RATES

Daily Pricing	The Daily Progress	The News Virginian	Orange County Record	Madison Eagle	Greene County Record	The Rural Virginian
Homepage Wallpaper & Pencil Pushdown	\$750	\$500	\$200	\$200	\$200	\$50/week
Sports Pencil Pushdown	\$150	\$75				
News Pencil Pushdown	\$200	\$100				
Obituaries Pencil Pushdown	\$200	\$100				
Opinion Pencil Pushdown	\$150	\$75				

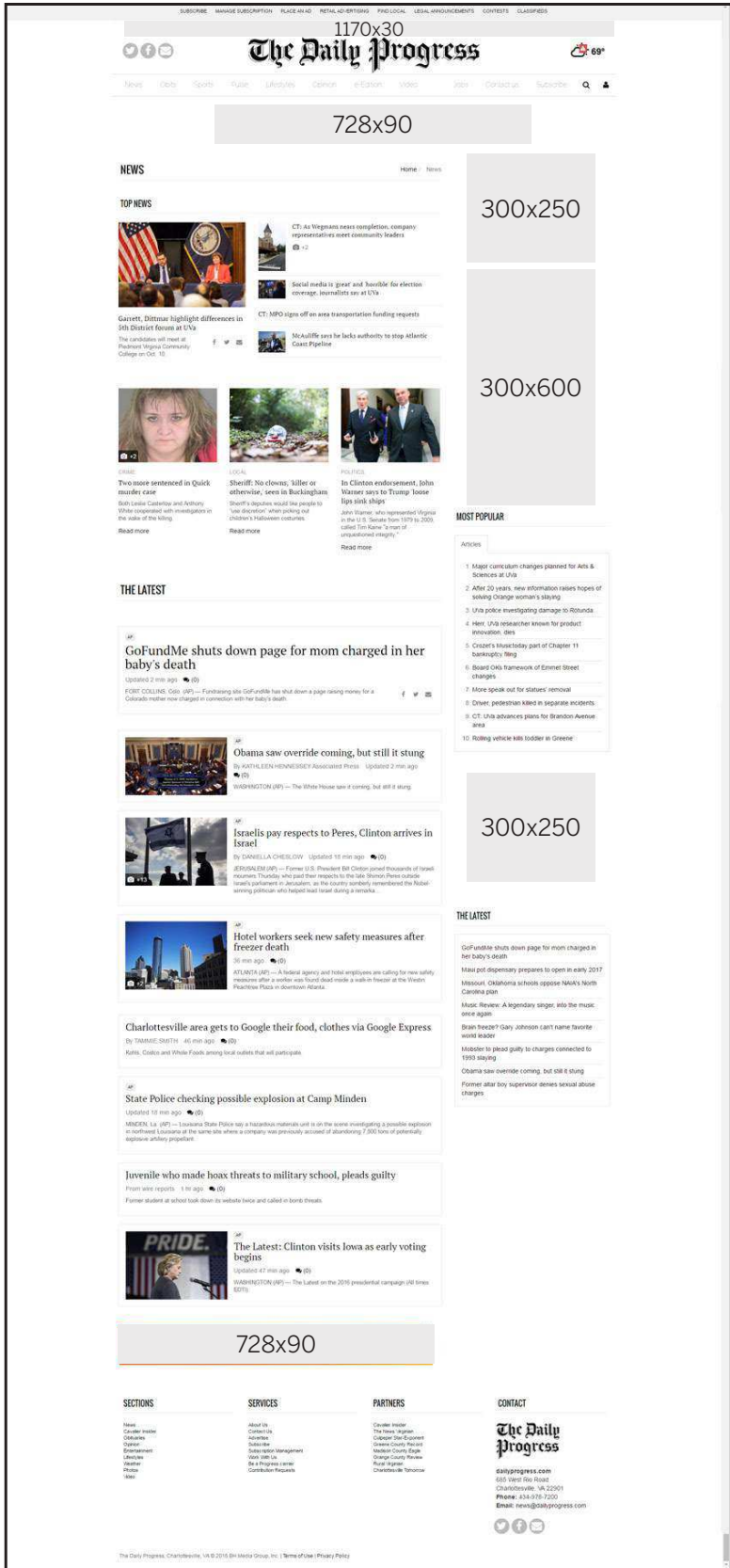
Weekly Pricing	The Daily Progress	The News Virginian	Orange County Record	Madison Eagle	Greene County Record	The Rural Virginian
Sports Pencil Pushdown	\$500	\$250				
News Pencil Pushdown	\$750	\$350				
Cavalier Insider Pencil Pushdown – Per Month	\$399					
Obituaries Pencil Pushdown	\$800	\$400				
Opinion Pencil Pushdown	\$500	\$250				
Cavalier Insider Home Pages Takeover (728x90 top & wallpaper)	\$1,000					

The dailyprogress.com Homepage receives an average of 5,500 page views per day

The newsvirginian.com Homepage receives an average of 1,500 per day.

DIGITAL DISPLAY POSITIONS

Run of Site Sizes – Desktop

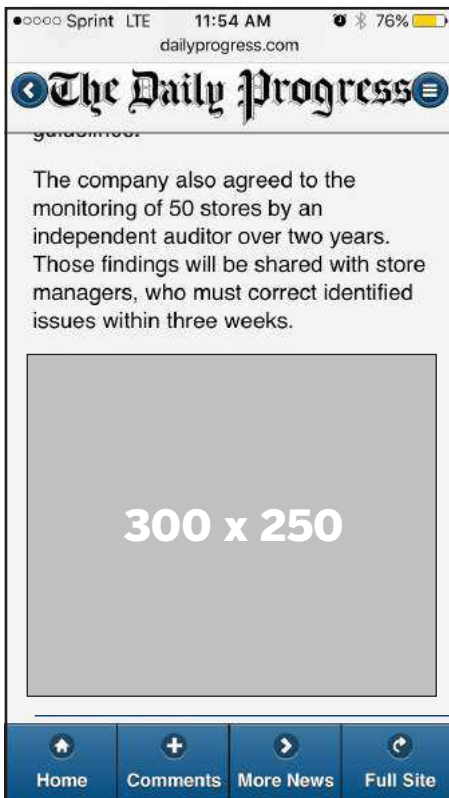


- **Run of Site Sizes:**
 - ✓ 728x90
 - ✓ 300x250
 - ✓ 1170x30
 - ✓ 300x600
- **728 x 90 Top position** not avail. on Home Page
- **300x250 above the fold** not avail. on Home Page

SPECIFICATIONS

- **File Size Caps:**
 - 728x90 – 40kb
 - 300x250 – 40kb
 - 1170x30 – 40kb
 - 300x600 – 90kb
- **Accepted Formats:**
 - *GIF/JPEG/*HTML5
 - * no animation on 1170x30

Run of Site Sizes – Mobile



- **Run of Site Mobile Sizes:**

- ✓ 300x50
- ✓ 300x250

SPECIFICATIONS

- **File Size Caps:**

- 300x250 – 40kb
- 300x50 – 10kb

- **Accepted Formats:**

- *GIF/JPEG
- * no animation on mobile ads

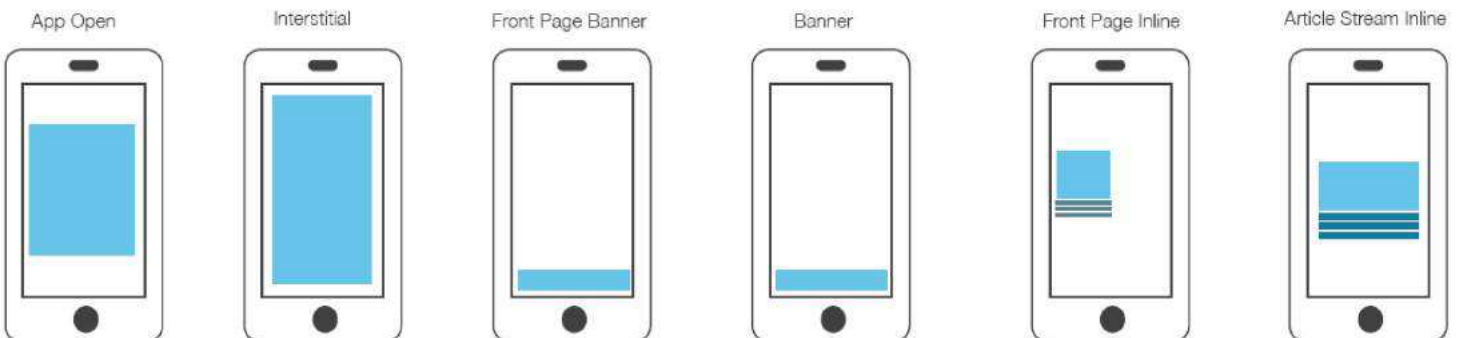
DIGITAL DISPLAY POSITIONS

Mobile App / Tablet App IN-APP AD SPECS

Formats & Functionality:
This includes all iPhones,
Androids & Android Tablets

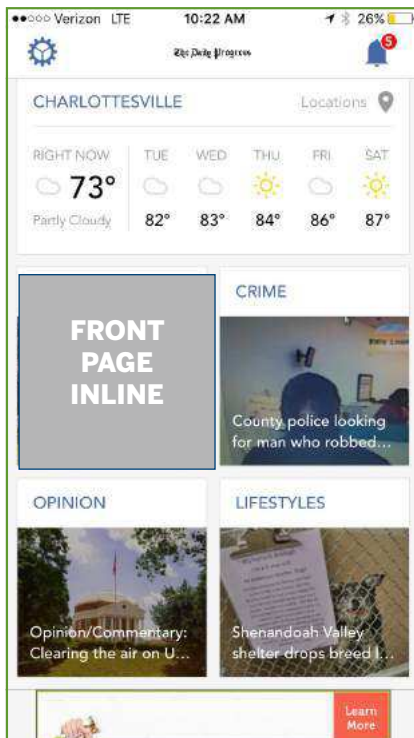
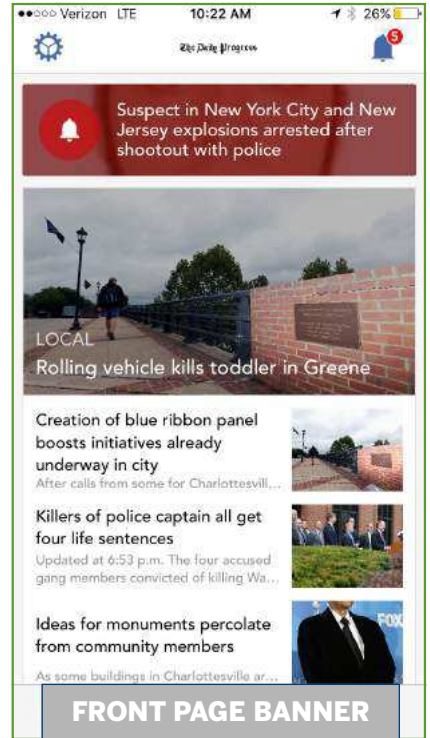
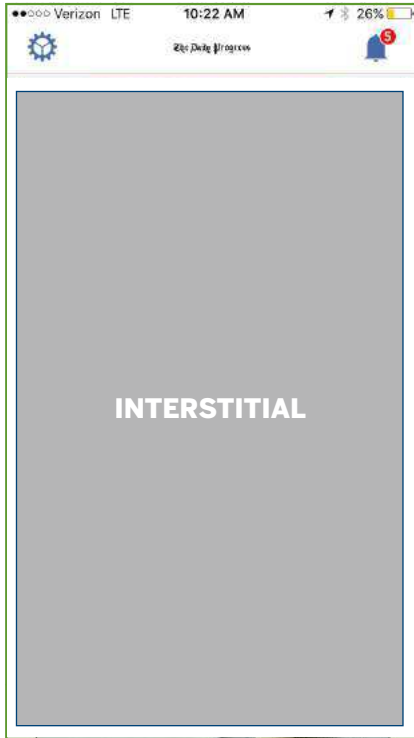
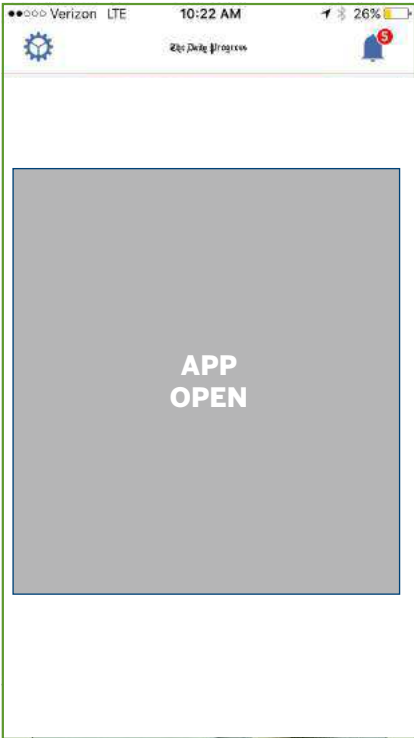
POSITION	DISPLAY SIZE	UPLOAD SIZE	Ad Tag	File Support	Backfilled?	Cost
APP OPEN	320x385	640x770		PNG, JPG, GIF	No	\$750
Ad displays when app opens. User can now "Swipe Away" in the interaction				Animated GIF not supported		
INTERSTITIAL	320x385	640x770	Yes	PNG, JPG, GIF	No	\$700
Ad displays when user swipes from article to article. Requires user to skip to move on.				Animated GIF not supported		
FRONT PAGE BANNER	320x50	640x100	Yes	PNG, JPG, GIF	Yes	\$20 CPM
Ad displays on the front page. Rotates every 20-30 seconds.						
BANNER	320x50	640x100	Yes	PNG, JPG, GIF	Yes	\$20 CPM
Ad displays in subcategories and in articles. Rotates every 20-30 seconds.						
FRONT PAGE INLINE	Variable	600x500		PNG, JPG, GIF	No	\$20 CPM
Ad displays on the front page. Does not rotate.				Animated GIF not supported		
ARTICLE STREAM INLINE	Variable	640x3630		PNG, JPG, GIF	Yes	\$20 CPM
Image + Title + 3 Lines of Text Ad displays in subcategories between articles. Stays static. User scrolls to go move on.				Animated GIF not supported		

The Daily Progress receives 5,500 app page views per week.



DIGITAL DISPLAY POSITIONS

Mobile App / Tablet SCREENSHOTS



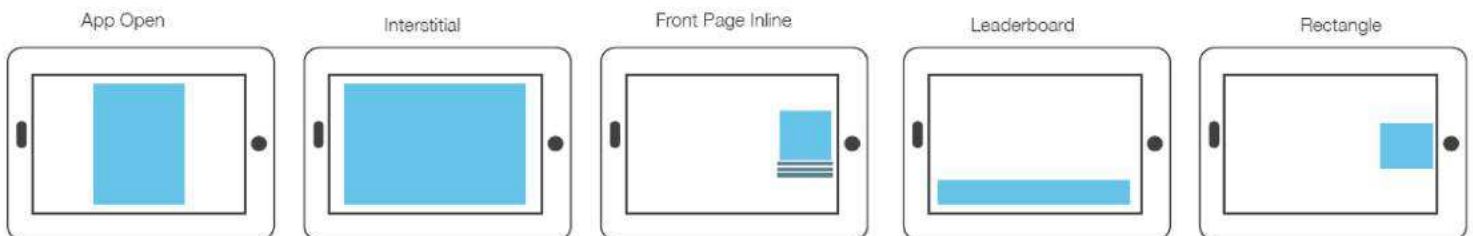
IPAD

IN-APP AD SPECS

Formats & Functionality:
All iPad Generations

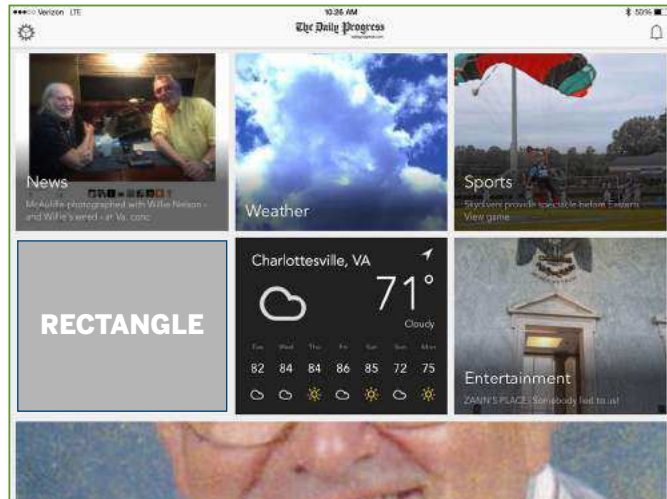
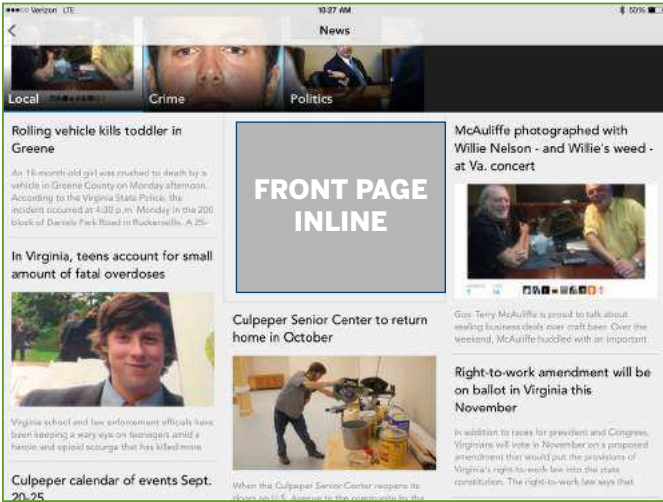
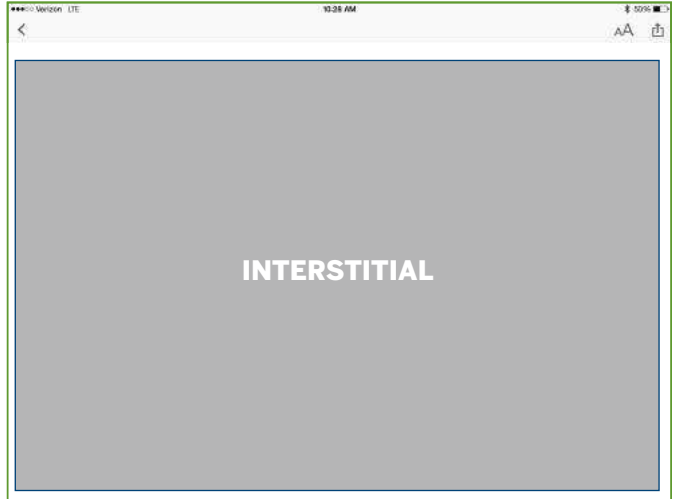
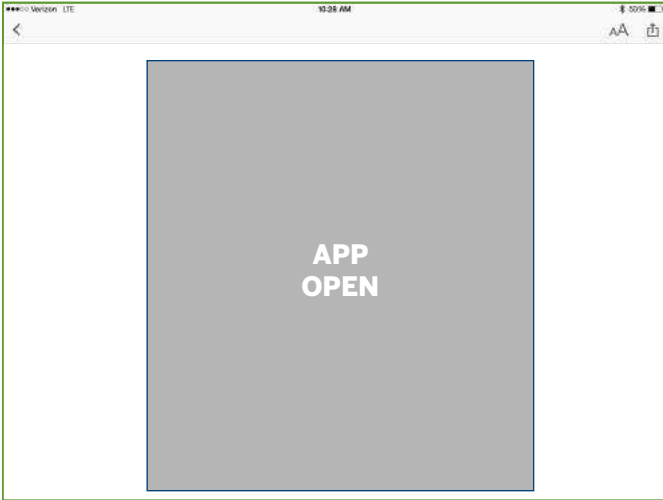
POSITION	DISPLAY SIZE	UPLOAD SIZE	Ad Tag	File Support	Backfilled?	Cost
APP OPEN	540x520	1080x1040		PNG, JPG, GIF	No	\$750
Ad displays when app opens. User can now “Swipe Away” in the interaction				Animated GIF not supported		
INTERSTITIAL	1024x768	1024x768	Yes	PNG, JPG, GIF	No	\$700
Ad displays when user swipes from article to article. Requires user to skip to move on.				Animated GIF not supported		
FRONT PAGE INLINE	Variable	600x500		PNG, JPG, GIF	No	\$20 CPM
Ad displays on the front page. Does not rotate				Animated GIF not supported		
LEADERBOARD	768x90	768x90	Yes	PNG, JPG, GIF	Yes	\$20 CPM
Ad displays in articles. Rotates every 20-30 seconds						
RECTANGLE	300x250	600x500	Yes	PNG, JPG, GIF	Yes	\$20 CPM
Ad displays in subcategories. Rotates every 20-30 seconds						

The Daily Progress receives 5,500 app page views per week.



DIGITAL DISPLAY POSITIONS

IPAD SCREENSHOTS



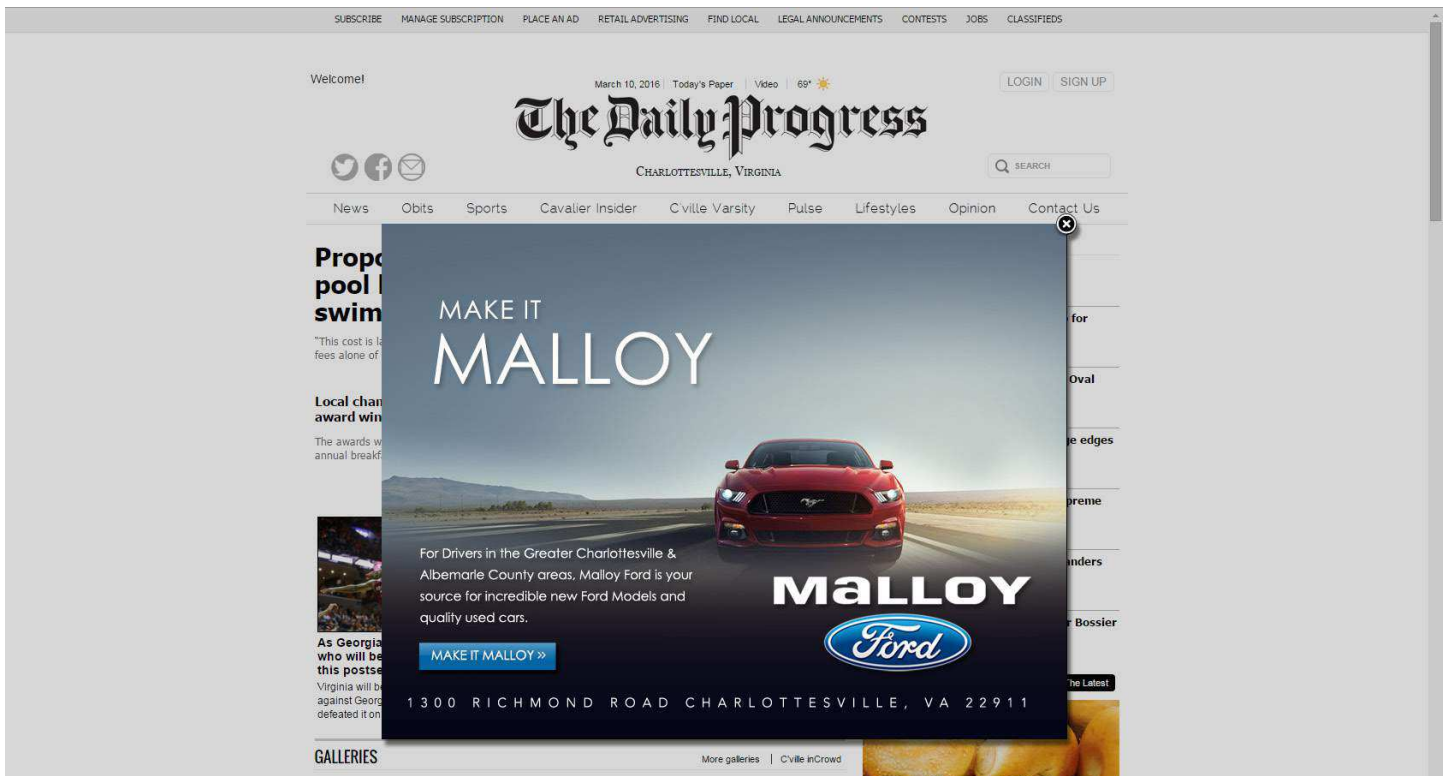
Digital Rates

Annual Print and Digital Contract Level	Less than 50k Monthly Impressions	50-100k Monthly Impressions	101-200k Monthly Impressions	201-300k Monthly Impressions	301k + Monthly Impressions
OPEN	\$12.00	\$11.75	\$11.50	\$11.25	\$11.00
\$1,000-\$8,999	\$11.25	\$11.00	\$10.75	\$10.50	\$10.25
\$9,000-\$19,999	\$10.00	\$9.75	\$9.50	\$9.25	\$9.00
\$20,000-\$74,999	\$9.50	\$9.25	\$9.00	\$8.75	\$8.50
\$75,000-\$299,999	\$9.25	\$9.00	\$8.75	\$8.50	\$8.25
\$300,000 +	\$9.00	\$8.75	\$8.50	\$8.25	\$8.00

Add-Ons	Additional CPM	Notes
• Mobile Only	+\$2	Mobile-only campaigns. Impressions that run on mobile as part of an ROS buy are not charged the add-on.
• Special Ad Size	+\$2	Special sizes include (300x600, Pencil Pushdown–1170x30 to 1170x300, Sliding Billboard–Expandable 728x90).
• Section Specific	+\$2	If campaign needs to run on a specific section (News/Life/Sports)
• Above the Fold	+\$5	
• Large File Size	+\$5	If ad exceeds acceptable file size of 40kb
• Mobile App / Tablet	+\$5	
• Audience Extension	+\$5	

Interstitial

Interstitial ads are high impact positions that will help a business relay their message to our readers. These ads will display across the screen when a new user comes to our website. The ad will display for 10 seconds or until the user closes the ad. These ads can also be animated, house a live Twitter feed or even be utilized to collect emails for your business.

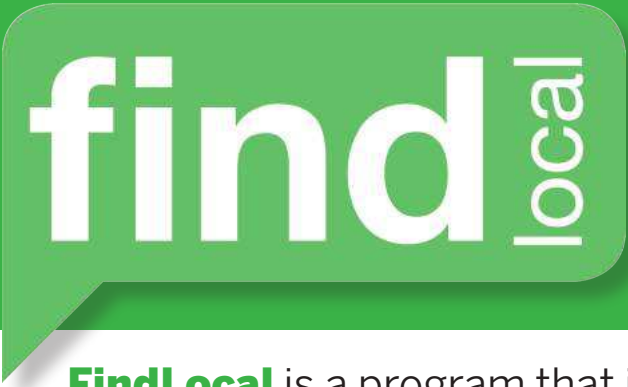


The Daily Progress:
\$1500/week*

The News Virginian:
\$600/week*

dailyprogress.com receives an average of 65,000 page views per week.
newsvirginian.com receives an average of 25,000 per week.

*Only one campaign can be scheduled per week.
Consult with your account representative for scheduling.



Helping business owners
ENHANCE
 their online presence

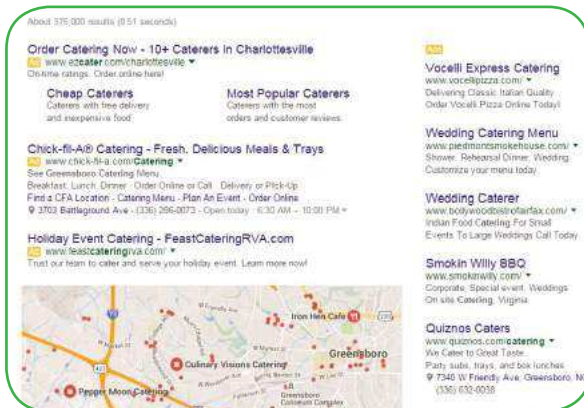
FindLocal is a program that is crafted to make it easy for business owners to understand and enhance their online presence. We do this by coupling **PROACTIVE** and **REACTIVE** marketing tactics to provide businesses with the most online exposure.

PROACTIVE

- Digital Display ads
- Review response
- Social Media activity

REACTIVE

- Directory listing correction
- Connectivity to a high valued website
- Comprehensive reporting



PRODUCT MIX

	BRAND BUILDER POWER PLATINUM \$999/MONTH (\$2,300 VALUE)	BRAND BUILDER POWER PLUS \$599/MONTH (\$1,400 VALUE)	BRAND BUILDER POWER \$334/MONTH (\$800 VALUE)	BRAND BUILDER ENHANCED \$154/MONTH (\$300 VALUE)
Store Front Website	YES	YES	YES	YES
<i>Social Media Links</i>	YES	YES	YES	YES
<i>Digital Coupons</i>	YES	YES	YES	NO
<i>Video</i>	YES	YES	YES	NO
<i>Uploaded Print Ads</i>	YES	YES	NO	NO
Enhanced Directory	YES	YES	YES	YES
Featured Business Listing	YES	YES	YES	YES
Listing Distribution	YES	YES	YES	YES
Reputation Monitoring	YES	YES	YES	YES
Online Digital Display Ads <i>(desktop & mobile)</i>	100k	65k	30k	NO
BH Digital Services Dashboard	YES	YES	YES	YES
Review Response	YES	NO	NO	NO
Social Posting Plus	YES	NO	NO	NO

FEATURES

BENEFITS

Reporting Dashboard	Your online reputation is very important, with your Image Insight Dashboard you can stay current and updated on your online presence, reviews and listing accuracy.
Featured Business Listing	Your Featured Business listing appears across pages on dailyprogress.com, newsvirginian.com, starexponent.com and links to your profile page.
Enhanced Directory	Your custom business profile page with information about your business.
Store Front Website	A website with a custom designed header that can be used as a landing page for your banner impression campaign.
<i>Social Media Links</i>	Use your Facebook and Twitter links to attract attention and encourage your customers to share it across social networks.
<i>Digital Coupons</i>	Offer online printable coupons to get your offers out to our dailyprogress.com, newsvirginian.com, and starexponent.com audience.
<i>Video</i>	We can post your company videos or commercials to enhance your profile page.
<i>Uploaded Print Ads</i>	Extend the life of your print campaign by placing them on your profile page.
Online Digital Display Ads <i>(desktop & mobile)</i>	Your custom designed online display and or message delivered to our online audience each month with run of site display ads.
Listing Distribution	Consistent online listings are crucial to search engine & online visibility. This automated tool will make sure your online listings are accurate.
Social Posting Plus	Your Digital Analyst will write & post engaging custom content to your social sites 2 to 4 times per week & share your positive reviews.
Review Response	Your Digital Analyst will respond to positive & negative reviews with custom replies applicable to review content.

DIGITAL ADD-ONS

(only available with FindLocal contracts)

Services	Features	FindLocal Rates
Mirrored Website With Call Tracking	A mirror of your website so that you are able to track traffic and data from your various campaigns (not available with Enhanced Package).	\$25 per month, per call tracking line
Call Tracking	We will assign you a tracking number that will be forwarded to the phone number of your choice. You will be able to use this for your digital banner ads and even print ads.	\$10 per month, per call tracking line
Targeted Banner Impressions (with FindLocal)	Targeted banner impressions are targeted to serve to your ideal demographic. We can do this through various methods such as location, income, behavior or search terms.	\$10 /CPM
Facebook Ads	Facebook Ads allow you the ability to engage and drive leads on one of the largest social platforms. These ads are customized with your message and targeted so that your campaign is aligned with your ideal customers. These ads will appear on the right rail of Facebook on a desktop.	\$10 /CPM
Google + Business Page	Professional page setup with logo, company images, business profile and mission statement.	\$200 (One-time Fee) Major changes after initial setup. \$65/hr
Facebook Business Page	Professional page setup with logo, company images, business profile, and mission statement.	\$150 (One-time Fee)
Twitter Account Setup	Professional page setup with logo and custom header.	\$100 (One-time Fee)
Review Response	Response to negative and positive reviews. Commences once profiles are claimed or login credentials are received by the Digital Agency.	\$150 /month
Social Posting Plus	Includes four posts per week on Facebook, Twitter, and Google + (four posts per social site). Must be a 12 month commitment.	\$150 /month

BH DIGITAL SERVICES

SOCIAL MEDIA AUDIENCE

Digital Package Includes:

- ✓ 65,000 Facebook Ads
- ✓ Mirrored Site
- ✓ Call Tracking
- ✓ Enhanced Caller Data

Investment: \$750/Month

ACTIVE SEARCHERS

Digital Package Includes:

- ✓ 65,000 Targeted Search Banner Impressions
- ✓ Mirrored Site
- ✓ Call Tracking
- ✓ Enhanced Caller Data

Investment: \$750/Month

MOBILE AUDIENCE

Digital Package Includes:

- ✓ 65,000 Mobile Targeted Impressions
- ✓ Mirrored Site
- ✓ Mobile Landing Page
- ✓ Call Tracking
- ✓ Enhanced Caller Data

Investment: \$750/Month

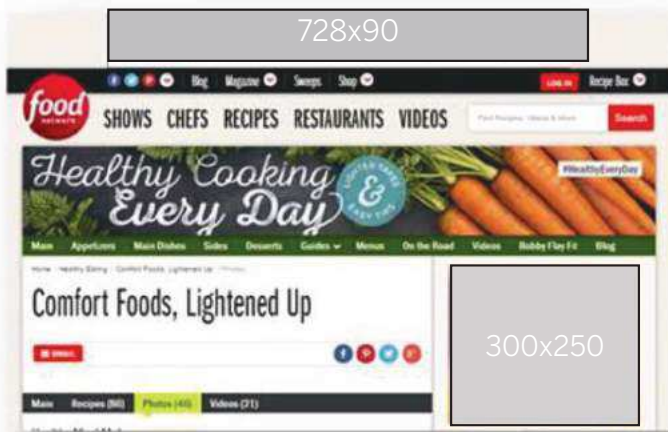
TARGETED AUDIENCE

Digital Package Includes:

- ✓ 75,000 Targeted Banner Impressions
- ✓ 40,000 Retargeting Display Banner Impressions
- ✓ Mirrored Site
- ✓ Call Tracking
- ✓ Enhanced Caller Data

Investment: \$1,250/Month

Audience Extension



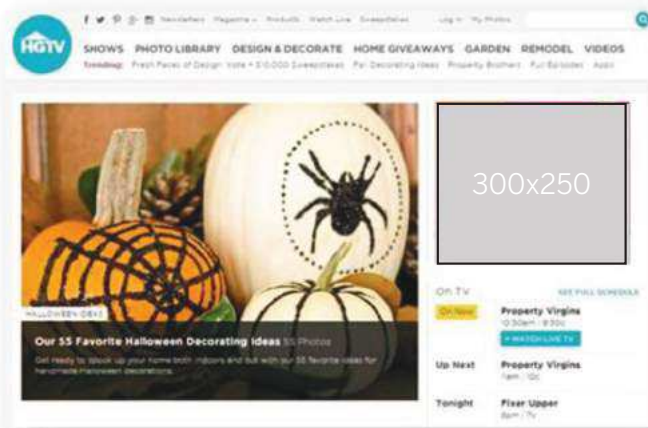
- Audience extension is a great way of expanding your digital display campaign beyond our local websites.
- We can create a customized campaign using a combination of the following targeting tactics to engage your ideal audience.

RATES:

- With FindLocal – \$10/CPM
- Open Rate – \$17/CPM

GUIDELINES:

- **File Size Limits:** Max file size is 40kb
- **Standard RON Dimensions:**
 - 300x250
 - 728x90
 - 160x600
 - 320x50 (required for Geo-Fencing, Mobile, CTC)
- **Mobile Dimensions:**
 - 320x50
 - 728x90
 - 320x480
 - 300x250
 - 300x50



Geo-Targeting

Your business's ads will appear based on where the user is located either by desktop IP address or by a mobile device GPS. This ensures that your ads are served to people in a particular area of your choice. This can either be done by zip code or target radius around your business. Geo-targeting is included in all audience extension campaign.



Run of Network

Run of Network is ideal for individuals who are interested in branding their business to as many people as possible. Your ads will be displayed on our network of national networks. Geo-targeting is used to put your ad in front of the ideally-located customer.



Behavioral Targeting

Deliver your ads to users based on the information collected from their continuous browsing history and information entered into websites. It serves users ads based upon their assumed interests.

Example:

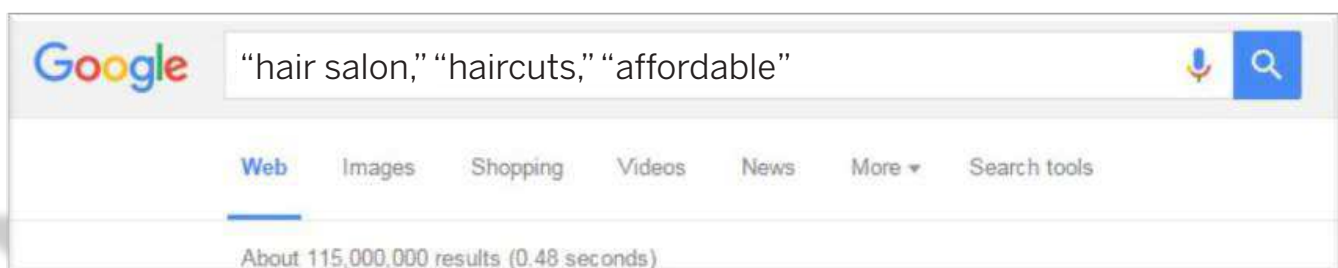
Chuck (65) has been browsing the internet for about 2 hours, visiting cooking sites, websites about Florida, and entered a contest that requested his age on the entry form. Chuck started noticing ads for restaurants and retirement homes in Florida.

Search Targeting

Deliver your ads to individuals who have searched for keywords that pertain to your business's campaign.

Example:

University student Rachel is searching for a new hair salon. After searching using "hair salon," "haircuts," and "affordable" on her favorite search engine website, Rachel begins to see ads on Seventeen.com for a hair salon that is advertising discounted hair cuts to new clients.



Contextual Targeting

Keyword Contextual Targeting delivers ads to users based on the context of the content they are viewing. Unlike Search Retargeting, Keyword Contextual Targeting uses keywords found within the content of the sites viewed by a user, rather than the words put into a search engine.



Example:

Paul is a father looking for a vacation to take his family on. While reading a “Top 10 Family Vacations” list, he starts seeing ads for a family friendly cruise line due to the website’s inclusion of such keywords like “Family,” “Vacation,” and “Cruise”

Site Retargeting

Site Retargeting is a targeting method that will show your business’ ads on national websites to users who have recently visited your website. This is done by placing an invisible pixel on your website that will capture the IP address of individuals who come to your website. Once the individuals leave your website, they will begin to see ads for your business as they surf the web.

Example:

Harry looks at a coffee shop’s website for a couple of minutes then leaves to visit other sites. As he visits FoodNetwork.com for new recipes, he starts seeing advertisements for the local coffee shop he visited.

EMAIL NEWSLETTERS





follow us     dailyprogress.com

February 5, 2016

Forward to a friend

Click here to sign up for breaking news alerts >>

YOUR AD HERE

Council chooses not to advertise a higher tax rate



Councilors Bob Fenwick, Mike Signer and Kathy Galvin said they did not wish to entertain the notion of a higher tax for the coming fiscal year.

NEWS NOW

CT: Atkins seeks \$2.4M to close schools gap
The spending plan represents a \$2,996,781, or 4 percent, increase over the current division budget.
[Full Story at dailyprogress.com](#)

Public commenters back increased Albemarle schools funding
Professional development was the biggest topic during both the public hearing and in the School Board discussion toward the end of the meeting.
[Full Story at dailyprogress.com](#)

CT: Albemarle supervisors oppose proffer legislation
The Albemarle Board of Supervisors has gone on record opposing pending legislation that county officials say would restrict their ability to get developers to pay for the impacts of new residential construction.
[Full Story at dailyprogress.com](#)

YOUR AD HERE

 **Lynchburg man becomes 5th GOP candidate for Hurt's seat**
Griffin, 28, says older candidates shouldn't be running.
[Full Story at dailyprogress.com](#)

Defendant confessed to killing Quick, brother says
According to a younger brother, Kwesi Uharu called him and said, "Bro, I did something bad. I peter-rolled a cop. Gonna have to lay low."

Subscribers who are engaged with our news content are more likely to interact with advertising.

Advertisers who are associated with news content are considered more trustworthy by readers.

Our readers are educated, high-income consumers.

Our subscribers are opt-in subscribers which means that they can choose exactly what they want to receive.

Morning Headlines

- Sent daily Sunday-Saturday (Orange County Review, Madison Eagle, Greene County Review sent three times per week)
- 4 positions available

Afternoon Newsletter

- Sent daily Monday-Friday (Only available for Daily Progress)
- 4 positions available

* ad positions are every 3-4 stories

EMAIL NEWSLETTERS

Breaking News

- 1 position available
- Daily Progress – minimum of 10 per month
- News Virginian – minimum of 8 per month
- Star Exponent – minimum of 8 per month

Breaking news

460 x 60

[UVa student arrested for 'hostile act' against North Korea, nation reports](#)

Pyongyang's Korean Central News Agency said that authorities detained Otto Frederick Warmbier, 21, a third-year student.

The Daily Progress
dailyprogress.com




You are receiving this information as a free service to DailyProgress.com guests who have requested to receive updates about our site, or cost-saving offers from our advertisers. We welcome and encourage you to forward this e-mail to your family and friends. If you have received this e-mail from a DailyProgress.com registered guest and would like to register, please [click here](#).
DailyProgress.com Terms and Conditions
© DailyProgress.com 2015

[Sign-Out of this newsletter](#)

Charlottesville Daily Progress
585 West 5th Rd
Charlottesville, VA 22901
(434) 979-7200

Daily Tributes

- Obituaries Newsletter
- 1 position available
- Daily Progress – sent daily
- News Virginian – sent weekly
- Star-Exponent – sent weekly

The Daily Progress
follow us     dailyprogress.com

460 x 60

October 14, 2015

This is a new email newsletter from The Daily Progress, delivering recent obituaries to your inbox seven days a week. We hope you appreciate this new offering and we value having you as an email subscriber.

Today's obituaries

McDaniel, Nancy Samsels Taylor
Nancy Samsels Taylor "Gracie", 91, of Madison, passed away on Tuesday, October 13, 2015, in Staunton, Va. She was born on December 1, 1923, in the Lee Place Society...

Bryant, Arthur Kermit
Arthur Kermit Bryant, 51, beloved husband, father, grandfather, brother and uncle, passed away peacefully in his home in Midway, Va., on Tuesday, October 13, 2015. He is survived...

Deane, Elwood Watson
Elwood "Doodle" Watson Deane and W. Deane "Doodle" of Staunton, Va., died on Monday, October 12, 2015, at the age of 86. He was born in Greene County, the youngest of eight children...

Wardley, Barbara Anne
Barbara Anne "Barbie" died on Friday, October 9, 2015, in Charlottesville, Virginia. She was on May 18, 1930, in Warrington, Wisconsin, she was the oldest daughter of Harold P. Latham...

Hornbrook, Harry J.
Harry James Hornbrook, 91, of Crest, passed away peacefully at home after a long illness on Tuesday, October 13, 2015. He was on July 14, 1924, in Staunton, Va., he was the son of...

Payne, Ernest C.
Ernest C. Payndorff C. Payne, 74, of Spotsville, died Tuesday, October 13, 2015, at his residence. He was born on June 7, 1941, in Staunton, Va., a son of Charles Anderson...

Woolfork Jr., Lindsay Coleman
Lindsay Coleman Woolfork, A. T., of Orange, passed away suddenly Monday night, October 12, 2015, at the home of his son. He was born November 27, 1956, at his Orange home, he was the...

[Click here for breaking news alerts from The Daily Progress >>>](#)

The Daily Progress © 2015 BH Media Group Holdings, Inc.
The Daily Progress - 585 West 5th Road, Charlottesville, VA
This message was sent to stephen@dailyprogress.com | [Click here to unsubscribe](#)

Pulse


- Entertainment Newsletter
- 1 position available
- Sent on Thursdays

Having trouble reading this email? [View it in your browser.](#)

pulse


460 x 60

Elton John sets concert date for John Paul Jones

 Tickets go on sale at 10 a.m. Nov. 20 for his first performance in the Charlottesville area since 2008.

[Full Story at Cvillepulse.com](#)

Stevie Wonder's found the right key

 The performance will cap off a year of

EMAIL NEWSLETTER PRICING INFO

	The Daily Progress 14,000+ Subscribers	The News Virginian 2,300 + Subscribers	Culpeper Star-Exponent 3,300 + Subscribers	Orange County Record 250 + Subscribers	Madison Eagle 250 + Subscribers	Greene County Record 250 + Subscribers
Morning Headlines	\$300/ week	\$100/ week	\$100/ week	\$25/ week	\$25/ week	\$25/ week
Afternoon Newsletter	\$300/ week					
Breaking News	\$500/ month	\$300/ month	\$300/ month			
Daily Tributes	\$500/ month					
Pulse	\$300/ month					

Email Blasts

- ✓ **Email marketing is 20x more effective than direct mail.** We can design a campaign to fit any budget!
- ✓ Reach loyal, opted-in subscribers. They *WANT* to receive your information!
- ✓ Email marketing is one of the most effective advertising options for delivering results with a strong ROI.
- ✓ Build stronger relationships with your customer base and enhance your brand awareness with email marketing!

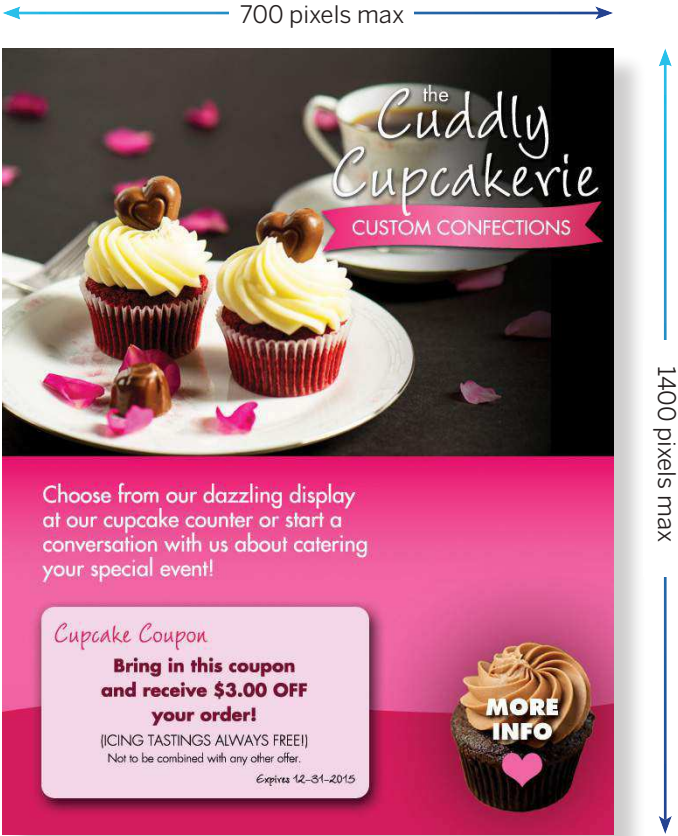


EMAIL BLASTS

You select your own:

- ✓ Message – Create a captivating message for readers
- ✓ Design – This can be custom designed by our team or can be sent camera-ready
- ✓ Subject line – Grab the reader's attention with a creative subject line that will compel them to open your email
- ✓ Time of Day – Pick what time of day your ideal customers will engage with your message (Example: Sending a coupon for a lunch special around 10:30 AM.)

SPECIFICATIONS: Email Blasts are a maximum of 700 x 1400 pixels. File size should be 300kb or under, .jpeg or .gif format only, no animation.



	Opt-In Subscribers	With Print	Without Print
The Daily Progress	8,500+	\$299	\$420
The News Virginian	2,300+	\$85	\$110
Orange County Review	250+	\$35	\$50
Green County Record	250+	\$35	\$50
Madison Eagle	250+	\$35	\$50
The Rural Virginian	500+	\$50	\$75

E-mail must run within 30 days of a print ad

Video Pre-Roll



VIDEO PRE-ROLL

\$35/CPM

The screenshot shows a news website layout. At the top, there are several article snippets with titles like "who will last until March?", "Swimmers seek dismissal of suit alleging hazing", "Charlottesville hosts wheelchair basketball tournament", and "Albemarle offense struggles against Massaponax". Below this is a "VIDEO" section featuring a large video player titled "Tony Bennett on Virginia's offensive success" from "Daily Progress". The video player has a play button in the center. Below the main video are four smaller video thumbnails with titles: "Tony Bennett on Virginia's offensive success", "Tony Bennett talks Ohio State", "Eric Smith on Mike London's departure", and "Matt Johns on Mike London's departure". To the right of the video player is a vertical advertisement for "bd Mongolian Grill" with the text "IT UP, DUDW" and a user profile for "Jerry Ratcliffe". Below the video player is a "find" advertisement for "the Cuddly Cupcakerie" with the text "Sweet Tooth Lane, Sugaryville, VA" and "MORE INFO". At the bottom, there are sections for "OPINION" and "ENTERTAINMENT/LIFESTYLES" with article titles like "Opinion/Editorial: Looking to win on..." and "Seinfeld to appear monthly at NYC's...". A "find" button and "FEATURED BUSINESSES" are also visible.

Ad plays for up to 15 seconds before the video starts

The screenshot shows a news website interface. At the top, there are navigation links for "HOME", "The Daily Progress", and "STUDIO". Below the navigation is a large video player showing a scene from a movie or TV show. The video player has a play button and a progress bar. Below the video player is a headline: "High School Coach, Teammate Remember Kobe Bryant". The text below the headline reads: "Memories of NBA superstar Kobe Bryant remain strong at Lower Merion High School near Philadelphia, where students kicked off the new basketball season Monday with an annual pep rally. Bryant announced he would retire at the end of this season. (Dec. 1) SOURCE: AP". To the right of the video player is a "TOP TRENDING VIDEOS" section with a list of video thumbnails and titles: "Tony Bennett on Virginia's offensive success", "Tony Bennett talks Ohio State", "Eric Smith on Mike London's departure", "Matt Johns on Mike London's departure", and "Canaan Severin after VT loss". Below the trending videos is a "KNOW THE GAPS" advertisement with the text "Talk to Farmers and see what gaps may be hiding in your coverage."

Quizzes

THE DAILY PROGRESS PRESENTS:

What Does Your Candy Heart Say?

Question 1 of 4

#1 Where would you like to visit?

Paris New York Jamaica Niagara Falls

Share with your Friends!

The Daily Progress
dailyprogress.com

Terms of Service Privacy Policy

Powered by secondstreet

QUIZZES

	Just Quiz	Custom Quiz with Opt-Ins
Charlottesville Daily Progress	\$500	\$900
Waynesboro News Virginian	\$200	\$600

***All quizzes run for 2 weeks**

Quiz Sponsorship:

- ✓ Logo on the Quiz
- ✓ Logo on email promotion (2 per week)
- ✓ Logo on 1170x30 expandable pencil promoting the quiz (Daily Progress: 50k impressions, Culpeper Star Exponent and Waynesboro News Virginian: 30k impressions)

Custom Quiz *

*A quiz created around your business that will feature your business history, products or services.

- ✓ Custom Email to promote the quiz (2 per week)
- ✓ Custom 1170x30 expandable pencil promoting the quiz (Daily Progress: 50k impressions, Culpeper Star Exponent and Waynesboro News Virginian: 30k impressions)
- ✓ A custom option for people to opt-in to your email list

The logo features the word "save" in a large, white, lowercase sans-serif font, followed by the word "local" in a smaller, white, lowercase sans-serif font, both contained within a red speech bubble shape with rounded corners and a tail pointing towards the bottom-left.

save local

Central Virginia | Shenandoah Valley | Northern Virginia

Unbeatable deals on something to
do, see, eat and buy!

Efficient, Measurable and Cost Effective

- Risk-free with no up-front expense or out-of-pocket fees
- High-visibility exposure
- Reach valuable new customers

Looking to gain new customers and reward your loyal customers?

- Craft a deal that will drive the results you want!
- Promoted to tens of thousands of local consumers
- Consumers purchase deal directly from site and Save Local writes you a check
- Consumers visit your store to redeem deal and spend money!



How It Works



Consumer receives Save Local Deal



Consumer buys deal with one easy click via credit card



Consumer tells their friends via email and social media



Save Local cuts check to merchant, consumer visits store to spend money!

Get additional exposure when your deal becomes a side deal...All side deals are...

- Included in daily emails under Featured Deal
- Featured on the Save Local site up to 30 days!

Sponsorships

cavalierINSIDER

January 4, 2016

460x60

[Virginia offense ignites in win over Villanova](#)



No. 8 Virginia, behind its best 3-point shooting effort of the season, beat No. 12 Villanova, 86-75.

1:58 pm | [See more](#)

Subscribe to the paper

The Daily Progress © 2016 BH Media Group Holdings, Inc.
The Daily Progress - 685 West Rio Road, Charlottesville, VA

[Opt-Out of this newsletter](#)

Sponsorship opportunities are a great way to present your message to a large audience.

SPONSORSHIP

PACKAGES

Cavalier Insider Game Day Package (PLATINUM)

- Cavalier Insider Pre-game E-Newsletter top 460x60
- Cavalier Insider Breaking E-Newsletter – Exclusive Sponsor
- Cavalier Insider Complete Coverage E-Newsletter top 460x60
- Wallpaper and pencil pushdown for live blog
- Wallpaper and pencil pushdown for live chat with Daily Progress Sports Writers: coverage will include Football, Baseball, Basketball

\$277 /week

26 consecutive week commitment

cavalierINSIDER

January 4, 2016

460x60

[Virginia offense ignites in win over Villanova](#)



No. 8 Virginia, behind its best 3-point shooting effort of the season, beat No. 12 Villanova, 86-75.

1:58 pm | [See more](#)

Subscribe to the paper

The Daily Progress © 2016 BH Media Group Holdings, Inc.
The Daily Progress - 685 West Rio Road, Charlottesville, VA

[Opt-Out of this newsletter](#)

Pre-game E-newsletter

Sent before UVA games for pre-game coverage

Breaking E-newsletter

Sent as soon as the game is complete with the final score and winner

Complete Coverage E-newsletter

Sent the day after the game, this will contain game highlights and press releases from the coach



SPONSORSHIP

The image shows a screenshot of the Cavalier Insider website. At the top left is the Absolute Auto Company logo with a silver car. The website header includes 'cavalier INSIDER', 'The Daily Progress', and navigation links like Home, Football, Men's Basketball, etc. A search bar is visible. A large advertisement for Absolute Auto Company is overlaid on the page, featuring a silver car and the text: 'Your next great adventure begins HERE | ABSOLUTE AUTO COMPANY IT'S TIME TO GET AWAY'. Below the car, it says 'FOR A LIMITED TIME, TEST DRIVE ANY NEW VEHICLE FOR THE CHANCE TO WIN A \$150 VISA GIFT CARD!*'. To the right of the car, there's a section titled 'find! LATEST LOCAL OFFERS' with a sub-header 'This Week's Open House!' and a 'Valley Volkswagen' logo.

Title Sponsors – 3 Available

- Cavalier Insider Pre-game E-Newsletter
 - Cavalier Insider Complete Coverage E-Newsletter
- \$116 / week**
26 consecutive week commitment

The image shows a screenshot of the Cavalier Insider website. The main headline is 'cavalier INSIDER' in large orange letters. Below it, the date 'January 4, 2016' is displayed. A large grey box indicates a size of '460x60'. The main article is titled 'Virginia offense ignites in win over Villanova' and features a photo of basketball players in white uniforms.

C'VILLE VARSITY

- Wallpaper and pencil pushdown for High School Sports Live Blog
 - Wallpaper on C'ville Varsity section
 - C'ville Varsity Email Newsletter (sent weekly)
- \$500 / month with print**
(\$750 / month without print)

The image shows a screenshot of the C'ville Varsity website. The header includes 'The Daily Progress' and 'C'ville Varsity'. Below the header, there are navigation links for News, Clats, Sports, Cavalier Insider, C'ville Varsity, Race, Lifestyle, Opinion, and Contact Us. The main article is titled 'Former Central Va. prep stars declare for NFL Draft' and features a photo of football players in white uniforms.

SPONSORSHIP

Weather Sponsorship

Sponsorship Includes:

- 1170x30 expandable on the weather page
- Logo placement on the right side of the weather widget within the header that will be on every page of the site

Logo Placement



The Daily Progress – \$700 /month

The News Virginian – \$500 /month

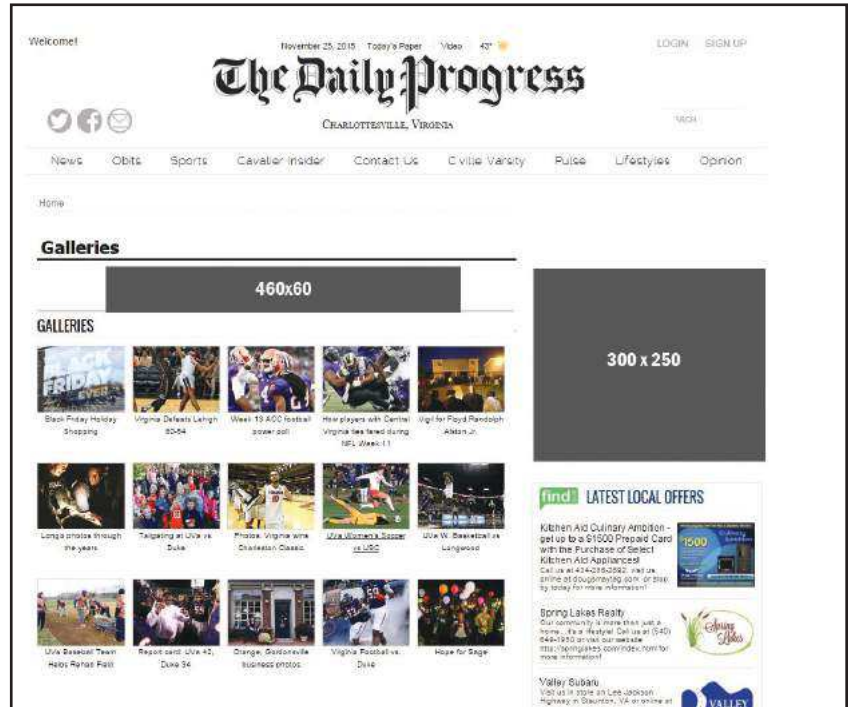
* Not available on Orange /Madison / Greene or Rural Virginian

Gallery Sponsorship

Be our headlining sponsor for our photo galleries!

You will receive:

- 460x60 on the Gallery Section
- 300x250 ATF on the gallery pages
- 1170x30 expandable pencil on all galleries
- Logo inclusion on the photo gallery feed on the home page.



Daily Progress — \$800/month
News Virginian — \$500/month

LOGO PLACEMENT

RATE CARD QUICK REFERENCE

DIGITAL DISPLAY POSITIONS

TAKEOVER RATES

DAILY RATES	Charlottesville Daily Progress	Waynesboro News Virginian	Orange County Review	Madison Eagle	Greene County Record	The Rural Virginian
Homepage Wallpaper, & Pencil Pushdown	\$750	\$500	\$200	\$200	\$200	\$50/week
Sports Pencil Pushdown	\$150	\$75				
News Pencil Pushdown	\$200	\$100				
Obituaries Pencil Pushdown	\$200	\$100				
Opinion Pencil Pushdown	\$150	\$75				

WEEKLY PRICING	Charlottesville Daily Progress	Waynesboro News Virginian	Orange County Review	Madison Eagle	Greene County Record	The Rural Virginian
Sports Pencil Pushdown	\$500	\$250				
News Pencil Pushdown	\$750	\$350				
Cavalier Insider Pencil Pushdown-Per Month	\$399					
Obituaries Pencil Pushdown	\$800	\$400				
Opinion Pencil Pushdown	\$500	\$250				
Cavalier Insider Home Page Takeover (728x90 top & Wallpaper)	\$1,000					

DIGITAL RATES

Annual Print & Digital Contract Level	Less than 50k monthly impressions	50-100k monthly impressions	101-200k monthly impressions	201-300k monthly impressions	301k + monthly impressions
OPEN	\$12	\$11.75	\$11.50	\$11.25	\$11.00
\$1,000-\$8,000	\$11.25	\$11.00	\$10.75	\$10.50	\$10.25
\$9,000-\$19,999	\$10.00	\$9.75	\$9.50	\$9.25	\$9.00
\$20,000-\$74,999	\$9.50	\$9.25	\$9.00	\$8.75	\$8.50
\$75,000-\$299,999	\$9.25	\$9.00	\$8.75	\$8.50	\$8.25
\$300,000 +	\$9.00	\$8.75	\$8.50	\$8.25	\$8.00

Add Ons	Additional CPM
Mobile Only	+ \$2
Special Ad Size	+ \$2
Section Specific	+ \$2
Above the Fold	+ \$5
Large File Size	+ \$5
Mobile App / Tablet	+ \$5
Audience Extension	+ \$5

Interstitials: CDP: \$1500/week* • WNV or CSE: \$600/week*

*only one campaign can be scheduled per week.

EMAIL NEWSLETTERS

Newsletter Type	Charlottesville Daily Progress 14,000+ Subscribers	Waynesboro News Virginian 2,300+ Subscribers	Orange County Review 250+ Subscribers	Madison Eagle 250+ Subscribers	Greene County Record 250+ Subscribers
Morning Headlines	\$300/week	\$100/week	\$25/week	\$25/week	\$25/week
Afternoon Newsletter	\$300/week				
Breaking News	\$500/month	\$300/month			
Daily Tributes	\$500/month				
Pulse	\$300/month				

RATE CARD QUICK REFERENCE

EMAIL BLASTS

Market:	With Print	Without Print
Charlottesville Daily Progress	\$299	\$420
Waynesboro News Virginian	\$85	\$110
Orange County Review	\$35	\$50
Greene County Record	\$35	\$50
Madison Eagle	\$35	\$50
The Rural Virginian		

VIDEO PRE-ROLL

* 15 second video – \$35/CPM

QUIZZES

Market:	Just Quiz	Custom Quiz with Opt-Ins
Charlottesville Daily Progress	\$500	\$900
Waynesboro News Virginian	\$200	\$600

SPONSORSHIPS

SPONSORSHIP TYPE:	COST
Cavalier Insider Game Day Package	\$277/week
Title Sponsors	\$116/week
C'Ville Varsity	\$500/month with print \$750/month without print
Weather Sponsorship <small>(Not available on Orange/Madison/Green/Rural Virginian)</small>	CDP: \$700/month WNV: \$500/month
Gallery Sponsorship	CDP: \$800/month WNV: \$500/month

Type of creative request	Turnaround time
Banners (Static)	5 days
Banners (animated)	7 days
Homepage Takeovers	6 days
Interstitial	7 days
Splash Pages	7 days
Email Blast	4 days
HTML Email Blast	5 days