



SAN JOAQUIN **Media** **Group**

2015

Digital Advertising Rate Card

Recordnet.com

LimelightDeals.com

ValleyMarketPlace.com

ValleyJobFinder.com

ValleyHomeFinder.com

ValleyAutoFinder.com

PROPEL
MARKETING

The Record
RECORDNET.COM


ontarget



Bringing your business from outdated to updated.

Who is Propel Marketing?

Propel Marketing is a leading Internet marketing company that provides online marketing solutions to local businesses. Propel serves as a trusted, local expert to small and mid-sized businesses, connecting them with new customers and helping them grow their business cost-effectively. Propel utilizes a unique blend of leading-edge technology and high quality customer service to consistently deliver results.

Why Propel Marketing?

We often hear of customers who have been 'burned' by companies who sell them online services then disappear. At Propel Marketing, we are your trusted partner. We help you get more leads and find more customers. We help you grow your business through proven internet marketing strategies. Today, customers use Internet marketing technologies to research local businesses through websites, display ads, search engines, social media and more. Propel can help. Our mission can be summed up in one word – Results. We believe our strength in internet marketing positions us to deliver the results you need and are the foundation upon which our business relationships are based. Propel Marketing is a trusted, knowledgeable company that helps business owners grow their business with Internet marketing.

It's All About Results.

With Propel, you can track results of your online efforts in one centralized location. We offer a self-service dashboard for real-time results with client service managers available to assist you every step of the way.

We do the work so you get results. No Headache. No Hassle.

Benefits

- Fortune 500 technology for small and medium-sized businesses.
- Improved local visibility to drive more business
- Affordable rates for your budget
- Up-to-date info on industry trends, best practices and free ebooks

Business Needs Are Not One Size Fits All.

With a full array of online marketing solutions, we can create the perfect mix suited to boost your business. Our services include:

- Web, Mobile, and Responsive Website Design
- Social Media management
- Centralized dashboard with Call tracking
- Reputation management
- OnTarget - Display Advertising
- Search Engine Marketing

To view a full list of our products, please visit: propelmarketing.com/products



Partnered with

Did you know?

97%



97% of consumers search for local businesses online.

GOOGLE, 2012

7/10



7 of 10 customers are more likely to use a local business if present on social media.

LOCAL CONSUMER REVIEW SURVEY, 2012

7.4
BILLION



7.4 billion mobile devices are expected in the market by 2015 - more devices than people!

ABI RESEARCH, 2012

Are you a business manager who needs some marketing expertise? Give us a call today:

WHAT WE DO

As digital solution specialists, we provide you with access to technology and resources that may be impractical for a smaller company to tackle on their own. We provide better data and results, delivered with continued support for your company's success in the ever-changing digital landscape.



RESPONSIVE WEBSITE DESIGN

Create the best user experience on all devices.

Say goodbye to spending money on multiple website updates. This cutting-edge technology provides one website that adjusts to the size and resolution for every device - automatically! Get all the features you need on one platform.



MOBILE WEBSITE DESIGN

Customers should be able to find you from anywhere.

Today, more local customers are searching for your business with their smartphones. Are you losing customers searching for your business on the go? Give customers anywhere access to your website while generating more business for you.



LOGO CREATION

Make a strong impression.

Help your business become more credible and visible to potential customers with professional Logo Creation. Create consistent branding across all platforms and stand out from your competitors with a unique logo design.



E-COMMERCE

Manage your store from anywhere.

Build, manage, and grow your online business with E-Commerce. With the ability to reach customers 24/7, you can expand your geographic reach, drive website traffic, gain more potential customers, and eliminate missed revenue opportunities to boost your bottom line!



SEARCH ENGINE OPTIMIZATION

Shine brighter than your competitors.

When customers search online, are they finding you or your competitors? If search engines don't know you exist, you are invisible. Ranking higher in search results helps customers find you, driving more customers to your website.



LIST OPTIMIZATION

Get listed. Get found. Get customers.

Are you losing customers due to incorrect contact info? Get more customers by increasing your online credibility by maintaining up-to-date, consistent and visible business information across top search engines and directories.



LOCAL PROFILES

Be where your customers are.

You should be the master of your local listing! When you are listed locally, it is easier for customers to find and choose your business. Claim, verify and upgrade your business pages to stand out to customers in your area.



SEARCH ENGINE MARKETING

Shine in the right places.

Go from outdated to updated - search engines are the new yellowpages. Search engine marketing drives the right customers to your business and turns searches into revenue.



ONTARGET - DISPLAY ADVERTISING

Shine a spotlight on your business.

Spend your advertising dollars where they count the most. Display advertising helps place your business in front of consumers where they spend most of their time: the web.



RETARGETING

Regain lost customers.

Don't miss out on lost business. Today's customers take time to research and reflect before making a purchase. Now you can keep in touch and stay relevant to your customers throughout their buying decision.



DIRECT EMAIL

Reach the right people at the right time.

Build your email marketing campaigns and expand your customer base! Using your most current data ensures your campaigns reach active and high-quality leads. Direct Email will help to micro-target your audience and provide you with real-time email metrics.



SOCIAL MEDIA OPTIMIZATION

How many places do you shine?

Social media is the new word-of-mouth. It's no coincidence that businesses who engage their customers via social media grow faster than those who don't. Now it's easy to keep your loyal customers updated and gain new ones.



REPUTATION MONITORING

Know what your customers are saying about you.

Don't let bad reviews shut you down. Everyone has an opinion and the Internet provides the megaphone. With 70% of consumers trusting online reviews, you can't afford to ignore what's being said online.



CALL TRACKING

Bring your business out of the shadows.

How do you know your marketing strategy is working? Today, more than ever, phone calls are still one of the best sources of quality leads for your business. Now you can shed light on what leads you gain on and off line.



INTERACTIVE VIDEO

Make the most out of a minute.

Interactive Videos are the easiest way to make an impression in a short amount of time, effectively marketing your services. Engage your customers with customized, interactive content for maximum optimization and conversions.



LIVE CHAT LEADS

Make website visits matter more.

Now your business never has to close its doors! Let us deliver 24/7 instant gratification to web visitors by connecting them to a live person with no wait times. Engage more visitors online, off the phone, and easily convert them into leads. Live Chat offers immediate ROI!

Contact your account representative or The Record
at 209-546-8200 | advertising@recordnet.com



Partnered with
PROPEL
MARKETING

97%



97% of consumers search for local businesses online.

Google

7/10



7 of 10 customers are more likely to use a local business if present on social media.

Local Consumer Review Survey



SEARCH ENGINE MARKETING

Search Engine Marketing	\$199 (setup) Custom / mo.
-------------------------	---

SEM Landing Page	\$249 / page
<small>*\$50 per 2 additional changes</small>	



DIRECT EMAIL

Gold Package (50,000 emails sent)	\$1,600
--	----------------

Additional Emails Sent	\$150 / 5,000 emails
------------------------	-----------------------------

Silver Package (25,000 emails sent)	\$900
--	--------------

Additional Emails Sent	\$170 / 5,000 emails
------------------------	-----------------------------

Email Content Creation	\$99 / email
------------------------	---------------------

Email Campaign Landing Page	\$249 / page
-----------------------------	---------------------



INTERACTIVE VIDEO

Single Video	\$39 / mo
--------------	------------------

Seasonal Video Package 4 videos	\$139 / mo
------------------------------------	-------------------

1 Video Hosting Year 2+	\$9 / mo
-------------------------	-----------------

4 Video Hosting Year 2+	\$29 / mo
-------------------------	------------------

*1 revision during initial development
*\$50 per additional revision

1.5↑
BILLION

Online video users are expected to double to **1.5 billion** in 2016.

CISCO, 2013



SOCIAL MEDIA OPTIMIZATION

Creation (Choose 2 from Google+, Facebook, Twitter, LinkedIn or YouTube)	\$19 / mo.
--	-------------------

Additional Account Creation	\$12 / mo. each
-----------------------------	------------------------

Conversations Starter	\$299 / mo.
-----------------------	--------------------

Conversations Plus	\$599 / mo.
--------------------	--------------------

Conversations Pro	\$999 / mo.
-------------------	--------------------

Consulting Starter - 5 Hours*	\$800 (one time fee)
-------------------------------	-----------------------------

Consulting Plus - 10 Hours*	\$1,000 (one time fee)
-----------------------------	-------------------------------

Consulting Pro - 25 Hours*	\$2,000 (one time fee)
----------------------------	-------------------------------

SocialSuite (DIY Plan)	\$39 / mo.
------------------------	-------------------

* over 90 days or less



REPUTATION MONITORING

Reputation Monitoring	\$55 / mo.
-----------------------	-------------------

Multi-Location Analytics	\$75 / business location
--------------------------	---------------------------------

10+ Business Locations	\$70 / location
------------------------	------------------------

20+ Business Locations	\$65 / location
------------------------	------------------------



CALL TRACKING

Track & Analyze Results	\$40 / mo.
-------------------------	-------------------



LIVE CHAT LEADS

Initial Set-up Fee	\$249
--------------------	--------------

Bronze Package (up to 20 leads/month)	\$300 / mo.
---------------------------------------	--------------------

Silver Package (up to 40 leads/month)	\$500 / mo.
---------------------------------------	--------------------

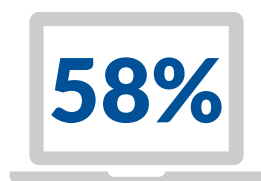
Gold Package (up to 75 leads/month)	\$750 / mo.
-------------------------------------	--------------------

Custom Packages	Available upon request
-----------------	------------------------

Effective Date: August 2014

Minimum Agreement: 6-month for Search Engine Marketing, Search Engine Optimization, Reputation Monitoring, Social Media Optimization – Conversations packages and SocialSuite (DIY Plan), and Live Chat Leads; 12-Month for Responsive Website Design, Mobile Website Design, List Optimization, Local Profiles, Interactive Video, Ecommerce, and Social Media Optimization – Creation and Additional Account Creation. All agreements subject to Propel Marketing's terms and conditions: propelmarketing.com/legal/advertising_terms. Rates subject to change.

Rates



58% of global online consumers said they are more likely to trust a company with a website.

Nielsen Advertising Survey



40% of business listings have missing or erroneous information.

Universal Business Listing

LAUNCH YOUR PRESENCE

Establish your business' credibility with a web presence all while creating the best experience for your customers.

RESPONSIVE WEBSITE DESIGN

5-Page Website DIY	\$99 / mo. (first 12 months)
5-Page Website DIFM*	\$129 / mo. (first 12 months)
Each Additional Page	\$5 / mo.
Renewal DIY	\$49 / mo.
Renewal DIFM*	\$79 / mo.

*DIFM packages include 1 hour of maint. / mo. Each additional 2 hours of maintenance: \$75.

GET FOUND ONLINE

Protect your internet identity. If you are not online, you are missing out on customers. Get more customers by increasing your online credibility.

LIST OPTIMIZATION

Business Listing Distribution	\$19 / mo.
-------------------------------	-------------------

LOCAL PROFILES

Profile Creation on Google+ Local & Yahoo Local	\$29 / mo.
---	-------------------

*includes List Optimization

MOBILE WEBSITE DESIGN

5-Page Mobile Website	\$29 / mo. (first 12 months) <small>Includes 5 changes</small>
Renewal	\$19 / mo. <small>Includes 5 changes plus hosting</small>
Additional Mobile Website Maintenance Package	\$5 / mo. <small>Additional 5 changes / 12 mo. period</small>

LOGO CREATION

One-time fee 3 revisions allowed	\$199
Additional revision	\$70

SEARCH ENGINE OPTIMIZATION

Basic Package	\$350 / mo.
Starter Package	\$450 / mo.
Plus Package	\$550 / mo.
Pro Package	\$750 / mo.
Deluxe Package	\$1,100 / mo.

Effective Date: May 2014

Minimum Agreement: 3-month for OnTarget - Display Advertising and Retargeting; 6-month for Search Engine Marketing, Search Engine Optimization, Reputation Monitoring and Social Media Optimization - Conversations packages and SocialSuite (DIY Plan); 12-Month for Responsive Website Design, Mobile Website Design, List Optimization, Local Profiles, Interactive Video, and Social Media Optimization - Creation and Additional Account Creation. All agreements subject to Propel Marketing's terms and conditions: propelmarketing.com/legal/advertising_terms. Rates subject to change.



Partnered with

PROPEL
MARKETING

San Joaquin Media Group's Websites Deliver a Prime Consumer Audience.

Recordnet.com provides a variety of display advertising formats to help you reach the right audience for a good return on your investment. Your San Joaquin Media Group consultant can work with you to create a custom plan that includes the advertising units that achieve the marketing goals for your business growth.



Advertising Management Staff:

Jim Robbins: Multimedia Sales Manager
(209) 546-8233 | jrobbins@recordnet.com

Deitra Kenoly: Director of Advertising
(209) 546-8238 | dkenoly@recordnet.com

Roger Coover: Publisher & President
(209) 546-8243 | coover@recordnet.com

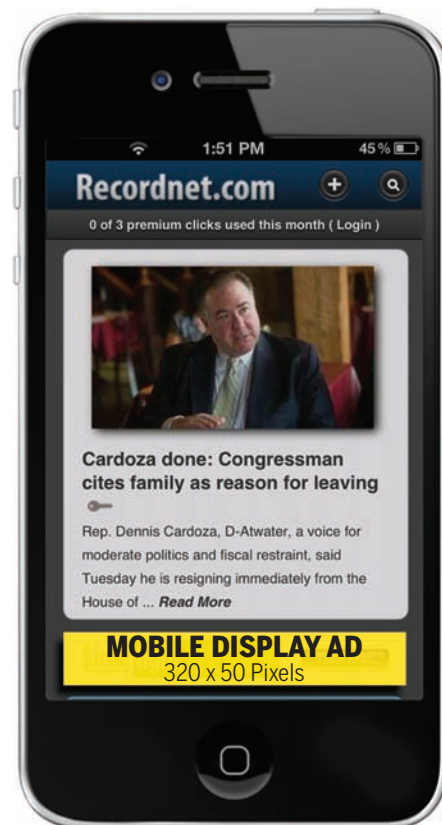
Recordnet.com Visitor Profile

Gender	
Male	45%
Female	55%
Age	
18-34	37%
35-54	42%
55+	21%
Education	
College Grad	39%
Some College	41%
HH Information	
Homeowners	65%
HH w/ children	35%
Household income	
\$75,000+	21%
\$30,000-\$74,999	54%
Less than \$30,000	25%
Avg. Income	\$57,500

News Media: 1 Day Reach

Sunday Stockton Record (Print & Online)	130,500
Stockton Record (Print & Online)	121,400
Fox (TV, Ch. 40 & Online)	101,700
CBS (TV, Ch. 13 & Online)	98,400
ABC (TV, Ch. 10 & Online)	93,100
NBC (TV, Ch. 3 & Online)	80,300
Lodi News-Setinel (Print)	31,300
Sunday Modesto Bee (Print & Online)	22,200
Modesto Bee (Print & Online)	19,400
Manteca Bulletin (Print)	19,000
Sunday Manteca Bulletin (Print)	17,800

SOURCES: 2012 Clark, Martire & Bartolomeo Inc. Market Study, Omniture Site traffic: 3 Month Average (May-July 2012)
2012 Clark, Martire & Bartolomeo Inc. Market Study. San Joaquin Adults (479,300) one day use of news media through print, online or television.



Banner Ads

Banner ads are the foundation of online advertising and the standard for building brand awareness. They reach a large audience and provide a healthy return on your investment. Banner ads are available on all pages of Recordnet.com, but you can reach the audience that's most desirable for your business with a Targeted Campaign, or promote your business across all areas of the site with a Run of Site Campaign (ROS.)

Ad Size	Rates (Based on CPM)			
	1 Month	3 Months	6 Months	12 Months
Big Box (Home)	\$17.00	\$15.00	\$13.00	\$12.00
Big Box (ROS)	\$11.00	\$10.00	\$9.00	\$8.00
Half Page (ROS)	\$15.00	\$14.00	\$13.00	\$12.00
Leaderboard (ROS)	\$11.00	\$10.00	\$9.00	\$8.00

Half Page and Leaderboard ads are **NOT** available on the Home page.

Add 25% for video.

Minimum 30,000 views for ROS. Minimum 50,000 views for Home page.

Mobile Display Ads

Reach your customers wherever they are:
At home, at work, or on the go!

A Mobile Display Ad is a great way to put your business in the palm of your customers' hands!

Over 3,400 Daily unique visitors*
513,600 Monthly mobile page views*

Rates (30,000 views per month)

3 Months **\$450/month**

6 Months **\$405/month**

12 Months **\$360/month**

*SOURCE: 2012 Clark, Martire & Bartolomeo Inc. Market Study, Omniture Mobile Site traffic: 3 Month Average (May-July 2012)

For more information about digital advertising, contact:
(209) 546-8200 | (800) 606-9744 | advertising@recordnet.com

Sliding Billboard Ad

- Your ad will be the first thing users see on the home page of **Recordnet.com**.
- Limited to one advertiser per day.*
- Large billboard ad reduces to 980x30 px Leave-Behind Pencil ad that stays at the top of the page all day.

1 Day

\$475

2 Days

\$425/day

3+ Days

\$375/day



Virtual Sticky Note

- Your ad will be the first thing users see on the home page of **Recordnet.com**.
- Limited to one advertiser per day.*
- **Exclusive Position!** Your 600 x 300 px message hovers over the home page for 10 seconds, then disappears, displaying a 980 x 30 Leave-Behind Pencil ad that stays at the top of the home page all day.

1 Day

\$375

2+ Days

\$225/day



*Only one Sliding Billboard or one Virtual Sticky Note is available per day.



Carousel Ad Unit

INTRODUCING THE NEW CAROUSEL AD UNIT.

This ad unit appears in our rotating homepage carousel and will be the only ad running in the carousel. The carousel is located above the fold among top new stories. **Being the only ad located in this prime position**, it is sure to get visitors' attention and make a lasting impression that will connect with your audience.

Carousel Ad Details:

Dimensions: Carousel Ad – 396 x 474 pixels.
Thumbnail Companion – 127 x 102 pixels

Format: Static jpg

File size: 50k max

Ranked position: #3 on site(s) purchased

Pricing: \$1,050. All pricing is for 15-day cycle.

Terms & Conditions:

- Title must be "Advertisement"
- Carousel ads are not included in site takeovers
- Political ads not allowed
- Cannot change ad content within 15-day cycle
- Standard limited inventory discounts DO NOT apply. No multi-site, no multi-month discounts

Carousel Ad Unit



Site Takeover

Take over Recordnet.com for a day with your message. Great for special events and sales!

- **EXCLUSIVE:** Only one advertiser can take over.
- Your brand takes over the entire home page and background, your message won't be missed.
- Includes: Leaderboard, Half Page, Background image, Sliding Billboard, and Pencil ads!

Take over for only
\$1,600 PER DAY!





What's in it for YOU.

Risk-Free Promotion!

No upfront fees. "We make money when you make money."

Acquire New Customers, and Get Paid!

Unbeatable reach! Your offer will be promoted to 41% of the local market through San Joaquin Media Group's audience.* Plus customers pre-pay for their deals, so payment to you is guaranteed.

We Feature Your Business!

Your business is featured on our Daily Deal Email to an engaged audience looking for your deal.

Others Promote Your Business!

Social networking will get your offer passed around to other potential customers. Now that's "word of mouth!"

Different than Other Advertising Channels!

An easy, fast and risk-free way to promote your business, gain new customers, and increase revenue.

*Source: 2012 San Joaquin Media Group Market Study; Clark, Martire Bartolomeo. Base: Total Adults (18+) in Market (479,300) who have read 1 Daily, 1 Sunday, or visited recordnet.com in the past week.



Reach your market!

Limelight Deals already has over **4,200** local subscribers waiting to receive your deal! Secure your date now!

Subscriber Gender

Male	32%
Female	68%

Subscriber Age

18-34	15%
35-54	42%
55+	43%



ONTARGET - DISPLAY ADVERTISING

Geo-Targeting

40,000 ÷ 249,999 Imp
250,000 ÷ 499,999 Imp
500,000 ÷ 1 Million Imp

Display

\$10 CPM
\$8 CPM
\$6 CPM

Pre-Roll Video

\$22 CPM
\$20 CPM
\$18 CPM

Facebook (solo)

\$12 CPM
\$10 CPM
\$8 CPM

Facebook*

\$10 CPM
\$8 CPM
\$6 CPM

Demo OR Behavioral Targeting

40,000 ÷ 249,999 Imp
250,000 ÷ 499,999 Imp
500,000 ÷ 1 Million Imp

Display

\$12 CPM
\$10 CPM
\$8 CPM

Pre-Roll Video

\$24 CPM
\$22 CPM
\$20 CPM

Facebook (solo)

\$14 CPM
\$12 CPM
\$10 CPM

Facebook*

\$12 CPM
\$10 CPM
\$8 CPM

Demo AND Behavioral Targeting

40,000 ÷ 249,999 Imp
250,000 ÷ 499,999 Imp
500,000 ÷ 1 Million Imp

Display

\$14 CPM
\$12 CPM
\$10 CPM

Pre-Roll Video

\$26 CPM
\$24 CPM
\$22 CPM

Facebook (solo)

\$16 CPM
\$14 CPM
\$12 CPM

Facebook*

\$14 CPM
\$12 CPM
\$10 CPM

Mobile

40,000 ÷ 249,999 Imp
250,000 ÷ 499,999 Imp
500,000 ÷ 1 Million Imp

GEO

\$10 CPM
\$8 CPM
\$6 CPM

Content**

\$12 CPM
\$10 CPM
\$8 CPM

Facebook Notes:

Recommended image size to upload: 600x315px

Displayed image dimensions: 254x133px

Image aspect ratio: 1.91:1

Text Limits: 25 Characters for Headline • 90 Characters for Body

No changes to view tags/click trackers

Re-Targeting

Small Business Package:
40,000+ Imp/ Mo:

\$199/MO (Up to 40,000 Imp/Mo)
\$5 CPM (Traffic confirmation required)

- Notes:
- Additional discounts may apply for display campaigns over 1M IMP. Rates available upon request.
 - Minimum Display Buy – \$400 spread over a maximum of 13 weeks
 - Impression tiers are for total flight. Maximum Re-targeting Imp - 100K/Mo first 2 mos.
 - ** Demo and behavioral targeting not available on mobile. Mobile targeted by GEO and Content



2015 Retail Advertising Rate Card

530 E. Market Street, P.O. Box 900 Stockton CA 95202

Phone: (209) 546-8200, Toll Free: 1 (800) 606-9744, Fax: (209) 547-8102

Rev. 12-2014 | Expires December 27, 2015