Salem-News.com ranks in the top 1% of websites worldwide with nearly half a Million monthly visitors and can connect you with a mass affluent audience in a cost-effective way.

Daily Unique Visitors: 15,300
(445,822/mo)

Daily Page Views: 50,682
(1.5 Million/mo)

Daily Hits: 362,340
(10.8 Million/mo)
Welcome to the Premiere Online News Website Serving the West Coast and Beyond with Local, National & Worldwide News

www.Salem-News.com

Internet advertising is very simple - to very complex - depending on your needs and expectations. Online promotional marketing is one of the most successful lead-generation, customer acquisition and retention vehicles available today, leveraging incentives such as interactive sweepstakes, printable coupons, viral marketing and seasonal programs to entice customers to take action toward a buying decision.

CALENDAR OF EVENTS

The Calendar is one of the most viewed channels on Salem-News.com. As an advertiser, if your business offers classes, festivals or special events we encourage you to take advantage of the opportunity to place FREE calendar listings on Salem-News.com. Your calendar listing will link viewers directly to the report or site for more information.

STAY IN THE SPOTLIGHT

Reports appearing on Salem-News.com are archived and accessible in perpetuity, with no subscription fee. As stories are located via search engines or Salem-News archives, many ads will continue viewership through the months and years ahead, reaffirming your brand that will keep your company in the public eye through time. By specifying your target, you can then remarket to an already-engaged audience with specific products and services.
One sponsor per each banner. Dimensions: 728 x 110 pixels.

**Partner Block**

This is a banner shared by three sponsors. Dimension: 234 x 110 pixels each.

**Tile Ad**

Most well-known online display ad. Dimensions: 160 x 200 pixels.

**Mini-Tower**

Tall tile ad. Dimensions: 160 x 600 pixels.

**IN-STORY/NEWS BLOCK**

Dimensions: 300 x 250 pixels; gif or jpeg.

**Big Block**

Dimensions: 300 x 600 pixels; gif or jpeg.

**Text Ad Message**

Message included on outgoing email to subscribers: Breaking News, Daily & Weekly News Briefs (up to 4 lines, 200 characters total).

**Quick Link**

Linking text line without graphics (up to 20 characters).

**Video Ads**

Video commercials: All lengths accepted in mpeg1/2/4 formats or embed code.

Ads usually link to the client’s website. If you do not have a web site, Salem-News.com will create a hosted “Platform Page” for your business at no extra charge.

For Rates, contact your Salem-News.com Ad Dept:
AdSales@Salem-News.com
The willingness of an organization to be tough but fair is invaluable. I believe our nation is strongest when we have access to information that has been both researched and well presented. They do both. Bottom line: Salem-News.com is a trailblazer in the local media access world.”

Paul Evans, US Congressional Candidate

“Salem-News.com is a great resource and alternative to Portland TV news.”

Mike McClaran
Salem, Oregon Chamber of Commerce Executive Director

VONAGE WORLD
UNLIMITED CALLING TO THE U.S. & MORE THAN 60 COUNTRIES AROUND THE WORLD FOR JUST $29.99/MONTH

Vonage
SIGN UP NOW

BANNER ADS span main columns in the News, Sports, Business or other sections. Banners can be placed right where your targeted audience is browsing for maximum effect.

Ala Carte:

QUICK LINKS
$95/Month
Text Link to your company website from Salem-News.com’s Front Page

FRONT PAGE TILE AD
$375/mo

FRONT PAGE BANNER AD
$550/mo

SPORTS FRONT PAGE TILE AD
$250/mo

NEWS STORY BLOCK AD
$75/per story (discount for more than 5 scheduled within one month)

BUSINESS FEATURE REPORT
$350/one time

All ads ROS (run of site) unless otherwise noted.

Ad Packages:

BUSINESS NEWS PACKAGE
$375/mo (6 mo minimum)
Business Feature Report (Video)
Front Page: Tile ad

BASIC NEWS PACKAGE
$550/mo
Front Page: Tile ad, Quick Link
News stories: Banner

BRAND BUILDER
$800/mo
Front Page: Tile ad, Quick Link

BANNER COVERAGE
$1175/mo
Front Page: Banner ad, Tile ad, Quick Link
News Stories: Banner ad
Sports: Banner ad
Weather: Tile ad

VIDEO SOLUTIONS
$1400/mo
Front Page: Tile ad, Quick Link
Sports: Tile ad
Weather: Tile ad
Business Feature Report x 2/yr (Video)
VIDEO Cm: (:05) News sponsorship x 1/mo

MAJOR NEWS SPONSOR
$3320/mo
Front Page: Banner ad, Tile ad, Quick Link
News Stories: Banner ad
Sports: Banner ad
Weather: Tile ad
Business Feature Report x 3/yr (Video)
Oregon Maps: Tile ad
VIDEO Cm: (:05) News sponsorship x 1/mo

Complete Rate Card Available upon request.

All ads can be customized in unique packages based on our clients’ needs.

10% Discount for prepaid annual buys. Special rates, custom and seasonal packages may be available. First time advertisers and political media pay in full, in advance. Rates subject to change.

CONFIRM YOUR SALEM-NEWS.COM AD SCHEDULE!

Email: AdSales@Salem-News.com
## Rates/4-Week Schedule

**Premium:** Best Placement With No Rotation  
**Ros:** Run Of Section.

### Front Page News

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Premium/ Ros</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tile Ad</td>
<td>$550/$375</td>
</tr>
<tr>
<td>Banner</td>
<td>$1250/$750</td>
</tr>
<tr>
<td>News Block Ad</td>
<td>$650</td>
</tr>
<tr>
<td>Skyscraper Ad</td>
<td>$750</td>
</tr>
</tbody>
</table>

### News Sections

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Premium/ Ros</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tile Ad</td>
<td>$325/$250</td>
</tr>
<tr>
<td>Banner</td>
<td>$650/$425</td>
</tr>
</tbody>
</table>

### Sports, Outdoor, Arts & Entertainment

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Premium/ Ros</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tile Ad</td>
<td>$325/$250</td>
</tr>
<tr>
<td>Banner</td>
<td>$650/$425</td>
</tr>
</tbody>
</table>

### Weather; Links & Resources; Oregon Maps; Classified; Calendar; Search

<table>
<thead>
<tr>
<th>Ad Format</th>
<th>Premium/ Ros</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tile Ad</td>
<td>$250/$175</td>
</tr>
<tr>
<td>Banner</td>
<td>$400/$250</td>
</tr>
</tbody>
</table>

### Video Commercial

- 5 Sec Commercial Sponsoring Video Reports: $150/Story

### In-Story News Block

- $75/Story

### "QuickLinks!" Listing (Front Page)

- $95

**Also:** Sponsor our Breaking News Emails, Daily News Briefs or Weekly Updates (by free subscription). Ask your rep for availability.

Contact the Salem-News.com Ad team: [Adsales@Salem-News.com](mailto:Adsales@Salem-News.com)

10% Discount for prepaid annual buys. Special rates, custom and seasonal packages may be available, ask your Salem-News.com sales rep for all the latest. First-time advertisers and political media pay in full, in advance. Rates subject to change.
The number one reason people use the Internet?

NEWS.

Salem-News.com is leading the way in independent news online.

Come aboard!

Call us: 503-302-2861
Advertising Info Online
Sales Dept: AdSales@Salem-News.com
Publisher: Bonnie@Salem-News.com