

Available Digital Display Units shown above.

As Hudson Valley's main source of online information, **RecordOnline.com** is a key part of the daily lives of the people who live and visit here.

In fact, recordonline.com delivers the largest audience for local website traffic with **44,000 daily unique visitors!**

Source: Omniture Site Traffic 3 month average (Jan - Mar 2013)

## RecordOnline.com Display Rates

Ad Type	Home Page	Targeted	ROS
<b>Sliding Billboard</b> (w/ Pencil Ad)	\$500/Day	—	—
<b>Floating Ad</b>	\$750/Day	—	—
<b>Medium Rectangle</b>	\$16 CPM	\$14 CPM	\$12 CPM
<b>Leaderboard</b>	\$16 CPM	\$14 CPM	\$12 CPM
<b>Med. Rectangle + Leaderboard</b>	\$22 CPM	\$20 CPM	\$18 CPM
<b>Half Page</b>	\$20 CPM	\$17.50 CPM	\$15 CPM
<b>Half Page + Leaderboard</b>	—	\$23.50 CPM	\$21 CPM

## Media Gallery Sponsorships

Sponsorship Type	Length	Rate
<b>Animation</b>	10 Seconds Max	\$600/month
<b>Video Pre-Roll</b>	15 Seconds	\$750/month
<b>Video Pre-Roll</b>	30 Seconds	\$900/month

### DID YOU KNOW?

42% of Hudson Valley Adults have a smartphone with internet access.

Source: 2012 Clark, Martire & Bartolomeo Inc. Market Study.



Static ads only, no animation.

## Mobile Ad

Expand your reach to our affluent mobile audience!

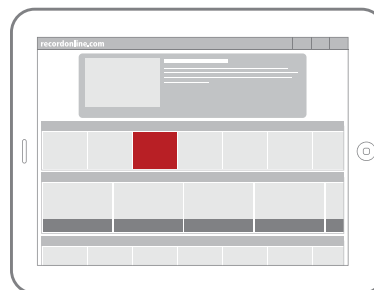
**408,500**

Monthly Mobile Views!

**Ad Size: 320 x 50 px**

ONLY

**\$12.50 CPM**



## Tablet Sponsorship

Your ad appears on the homepage of our new tablet site, and when users read one of the featured stories. You get double the exposure for one price!

**Homepage Slider Ad: 180 x 150 px**

**In-Story Ad: 300 x 250 px**

BOTH ADS, ONLY

**\$1,000/month**

## Propel Marketing

*Find and Engage Consumers Online*



### Web Design

Build your online storefront with a professional website. You get a professional, informative, up-to-date website for today's competitively digitally-driven world with training to help manage and update your content. Or if you prefer, we can manage it for you! Your representative can help you choose from standard, mobile or responsive websites to make sure your website is always ready for the consumers you want.



### Search Engine Optimization (SEO)

When customers search online, are they finding you or your competitors? We can help you rank higher in search results to ensure customers find you, driving more customers to your website.



### List Optimization

Get more customers and increase your online credibility by maintaining up-to-date, consistent and visible business information across top search engines and directories.



### Local Profiles

Keeping local information update to date is vital and we can help. Claim, verify and upgrade your business pages to stand out to customers in your area. When you are listed locally, it is easier for customers to find and choose your business.



### Search Engine Marketing (SEM)

Fully managed and target marketing campaigns to meet your budget. Search engine marketing drives the right customers to your business and turns searches into revenue.



### OnTarget - Advanced Audience Marketing/Display Advertising

Invest your advertising dollars where they count the most. Connect with your customers using geographically, demographically and behaviorally targeted display advertising that works. Targeting by zip code, audience and interest will ensure you get the most bang for your buck. Retargeting is also available to help you regain lost customers.



### Social Media Optimization

Social media is the new word-of-mouth. Update loyal customers and gain new ones through social media outlets such as Facebook, Twitter and LinkedIn to name a few. We can design your pages and even manage them for you!



### Reputation Monitoring

Know what your customers are saying about you on the internet. Our reputation monitoring technology keeps you informed about what's being said about your business and how you can respond.



### Call Tracking

Know what works and get exclusive leads from your digital campaigns with easy to use tracking tools.

## Limelight Deals

**Get new customers with NO upfront costs!**

LimelightDeals.com showcases your local business to a growing audience of thousands of deal-savvy subscribers!

- No upfront costs
- E-mail Marketing to a list of subscribers actively seeking new deals
- Online and Print Promotions through our suite of products
- Our site is optimized for Tablets and Mobile Devices

For more information, call **(845) 346-3131**



**NEW Limelight Deals Coupons!**  
Ask your Account Executive for more information.