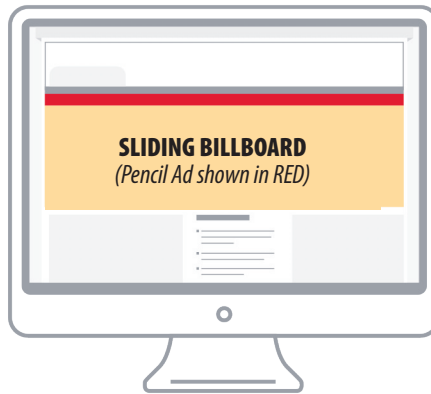


As Hudson Valley's main source of online information, **RecordOnline.com** is a key part of the daily lives of the people who live and visit here. In fact, recordonline.com delivers the largest audience for local website traffic with **44,000 daily unique visitors!**

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



Available Digital Display Units shown above.

Dimensions (static): Carousel ad 396 x 474, thumbnail companion 127 x 102.

## RecordOnline.com Display Rates

Ad Type	Home Page	ROS ATF	ROS BTF
Medium Rectangle	\$10 <sup>CPM</sup>	\$8 <sup>CPM</sup>	\$5 <sup>CPM</sup>
Leaderboard	\$10 <sup>CPM</sup>	\$8 <sup>CPM</sup>	\$5 <sup>CPM</sup>
Half Page	\$12.50 <sup>CPM</sup>	N/A	N/A
Sliding Billboard (w/ Leave-behind)	\$500	N/A	N/A

## Carousel ad

This ad unit appears in our rotating home page carousel and will be the only ad in the carousel with our top news stories.

Duration	Rate
15 Days	\$1,350
7 Days	\$700

### DID YOU KNOW?

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

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



## Mobile Ad

Expand your reach to our affluent mobile audience!

**Ad Size:** 320 x 50 px

ONLY  
**\$12.50 CPM**

Static ads only, no animation.

## Propel Marketing

### Find and Engage Consumers Online



#### 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.



#### E-Commerce Sites!

*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 web site 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 web site.



#### 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.



#### Direct E-mail

*Reach the right people at the right time.*

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



#### 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.



#### Facebook Advertising

*Reach Your Target Market and Expand Your Audience.*

Facebook Advertising helps you reach the exact audience you want with targeted ads, increases your online presence, and builds brand recognition. You can run ads on mobile and desktop newsfeeds, while choosing objectives based on your marketing and business needs - all with complete reporting and transparent data.



#### 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



#### Live Chat Leads

*Make web site 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!



#### 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.

## 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.

- 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**