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with customers...**

**Make sure they
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VirginiaOnline

**Reach millions of consumers
and unique visitors
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Virginia Press Services will place
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of more than 140 Virginia newspaper websites.

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PRESS
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Who uses newspaper sites?



- Online newspaper users are **three times as likely to access news sites** at work
- Online newspaper users spend **more than twice as many hours online** than the general user
- **More than 74 million users** visit a newspaper website per month
- **89%** of online newspaper users purchase from websites, compared with 56% of general users
- **69%** own their homes
- **69%** also read the local newspaper in addition to the online version
- **54%** visit online newspapers for local news
- **40%** have incomes higher than **\$75,000**

Why advertise on newspaper sites?

Newspaper sites are accessed frequently: The online newspaper website user spends more than twice as many hours online than the general user. Newspaper website users are three times as likely as general Internet users to be online during the workday when out of reach of other media – 8-11 a.m. is a new “primetime” for media consumption.

Newspaper sites have credibility: Branded content brings a higher quality audience. A study from the Online Publishers Association (OPA) showed that OPA audiences were more likely to buy products and services in a number of key categories, including automotive, entertainment, financial, home, travel and business to business.

Newspaper sites are targeted: If you want to focus on a particular backyard, advertising in an online newspaper is more personal, and more relevant because it is local. Newspapers also publish a plethora of niche sites (youth, women, movie fans, Hispanics, etc., are illustrative) for virtually any demographic advertisers could possibly hope to reach. Newspapers know more than ever about their online audience because of online registration programs and audience segmentation software.

Newspaper sites users have purchasing power: Eighty-nine percent of newspaper website users purchase online compared with 56 percent of general users. Forty percent of online newspaper users have incomes higher than \$75,000; 69 percent own their homes. Eighteen percent of online newspaper users have spent more than \$2,000 online in the last six months.

Newspaper sites have consumers’ preferred content: Excluding e-mail, the most popular online activities and content categories include national and local news, sports, financial information and entertainment news and things to do. Fifty-four percent of general Internet users visit online newspapers for local news, compared with 40 percent for the local TV station website and 20 percent

for the local radio station site. Not even Yahoo! can top online newspapers as a local news source.

Newspaper online audience keeps growing: Nationally, online newspapers keep growing their audiences. In an average month during the first quarter 2010, more than 74 million visited a newspaper website, more than 37% of the active Internet universe.

Newspaper sites give you a high profile: Online newspapers generate very large gains in online ad awareness among C-level and other higher management job holders: C-level managers showed a 23 percent increase in aided brand awareness, VP/director-level managers showed a 38 percent increase and other management showed a 37 percent increase following their exposure to an ad campaign in online newspapers (across all industries). When the brand metric shifts to message association, C-level execs showed the largest increase in lift after exposure to campaigns on online newspapers, at 88 percent. No management category showed less than a 51 percent increase.

Newspaper sites reinforce your message: Sixty-nine percent of online newspaper users also read the newspaper in the past five days, and repetition increases awareness.

Newspaper sites are on the cutting edge: Newspaper website users are more likely, by almost 20 percent, to own some kind of portable electronic device. They are also more interested in receiving advertising and product offers through those devices. Forty percent of online newspaper users are aged 18 to 34.

Newspaper sites are powerful: A variety of recent studies have demonstrated the power of online, when included in a mix with traditional media, to elaborate the brand message. Newspaper print and online products combined have the highest penetration and most desirable audience of any other local medium.

What is VirginiaOnline?

Our newspaper websites touch all regions of the Commonwealth of Virginia



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www.ameliamonitor.com
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www.brandermill.com
www.breezejmu.org
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www.winchesterstar.com
www.yorktowncrier.com

What are the size options?

The following standard Internet Advertising Bureau Universal Ad Package sizes are available on most Virginia newspaper websites:



Leaderboard

728 x 90 pixels



Skyscraper

160 x 600 pixels



Medium Rectangle

300 x 250 pixels

Want to learn more?

Virginia Press Services, Inc., will be delighted to discuss online opportunities with you. For more information about Virginia newspaper websites (page views, impressions, capabilities and CPM rates, please contact **Diana Shaban, Advertising Director, 804-521-7580, dianas@vpa.net**

Virginia Press Services, Inc., is the business subsidiary of the Virginia Press Association.