

Audience and Advertising Rates 2008

User Profile

49% male, 51% female
 Median age: 39
 77% are in-state users
 23% are out-of-state users
 77% are college educated
 33% users have a household income of \$75k or more
 70% are new audience who don't regularly read the paper

Frequency of Visits

68% visited MaineToday.com yesterday
 76% visited MaineToday.com in the past 7 days

Interests

Most visited content areas of MaineToday.com include:

- Portland Press Herald/Maine Sunday Telegram news
- Kennebec Journal and Morning Sentinel news
- News Updates
- MaineToday.com
- MaineJobs.com
- Real Estate
- Raising Maine
- Local sports
- Wheels
- Maine Business

Run-of-Site Rates

Cost Per Thousand (CPM)

Leaderboard (728x90) \$10 CPM
 Wide Skyscraper (160x600) \$15 CPM
 Half Page ad (300x600) \$20 CPM
 Medium Rectangle (300x250) \$15 CPM

Rates are for run-of-site. Please contact your representative for rates on targeted section delivery, rich media, video advertisements, sponsorships, or e-mail newsletter sponsorships.

Rate Breaks

3 Month Commitment 10%
 6 Month Commitment 15%
 12 Month Commitment 20%

Ads can be purchased in 10,000-impression increments. Choose how many impressions your ad will receive in each site or section. Our software will track the number of times your ad is delivered. We can also report the number of times users clicked on your ad.

Recent industry research shows advertising on newspaper websites provides significant increases in all brand metrics:

- brand awareness
- online ad awareness
- message association
- sponsorship association
- brand favorability
- purchase intent

Ad Mail

\$75 per thousand. Billing is based on e-mail messages successfully sent. (\$300 min.)

Ads in MaineToday.com are sold on a cost-per-impression basis.

Category	Opt-In Subscribers
Travel In Maine	9,000
Travel Outside Maine	4,500
Arts & Entertainment	9,600
Home & Garden	4,700
Shopping	6,000
Children's Activities	4,400
Outdoor Recreation	4,800
Hunting & Fishing	3,200
Health & Fitness	4,000
Finance	2,000
Automotive	1,200

**As of 07/08*

September 2008

page views: 8.3 million
 Uniques: 575k