

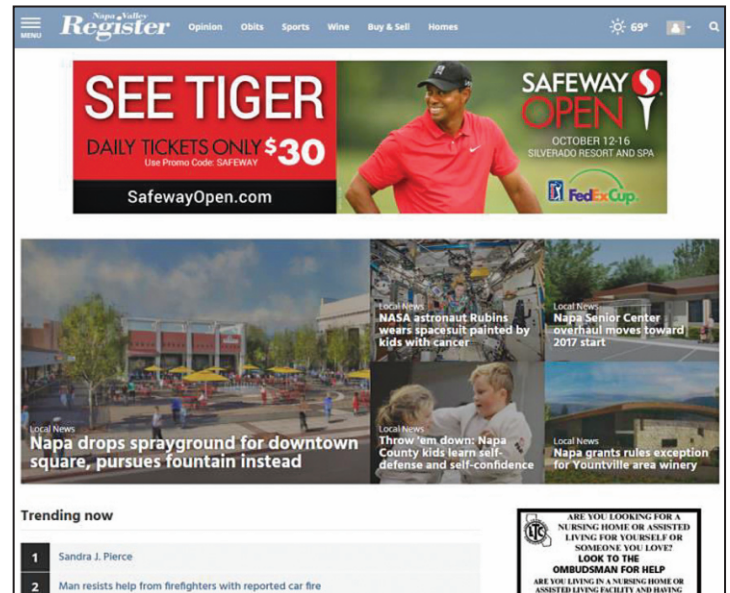
# LOCAL DISPLAY

Broadcast your message to a growing audience by delivering rich media



Reach an affluent local audience by delivering your message with the NapaValleyRegister.com, the most visited local website in Napa Valley. Our monthly traffic includes 2,298,281 pageviews, 415,596 unique visitors and 812,815 sessions. Newspaper websites are the primary choice of Internet users for various news topics.

Extended your print message to a fast growing, desirable local audience by delivering dynamic and interactive advertising.



Connect with our ever expanding mobile audience on-the-go



Get noticed with run of site High-Impact ads



Engage your consumers online with the power of video ads



Maximize your exposure with premium positioning on our homepage



Choose to run in the section that your customers love to read



Optimal viewing and interaction experience across a wide range of devices

## TARGETED DISPLAY CAMPAIGN GOALS & BENEFITS

- » Drive market share growth
- » Increase brand awareness to a local desirable audience
- » Stay "top-of-mind" with current customers
- » Acquire new customers
- » Track advertising success and ROI using the right metrics

- » Drive engagement and traffic to your website with interactive online ads
- » Reconnect with your website's visitors
- » Take advantage of A/B split testing
- » Campaign optimization based on monthly statistics reporting