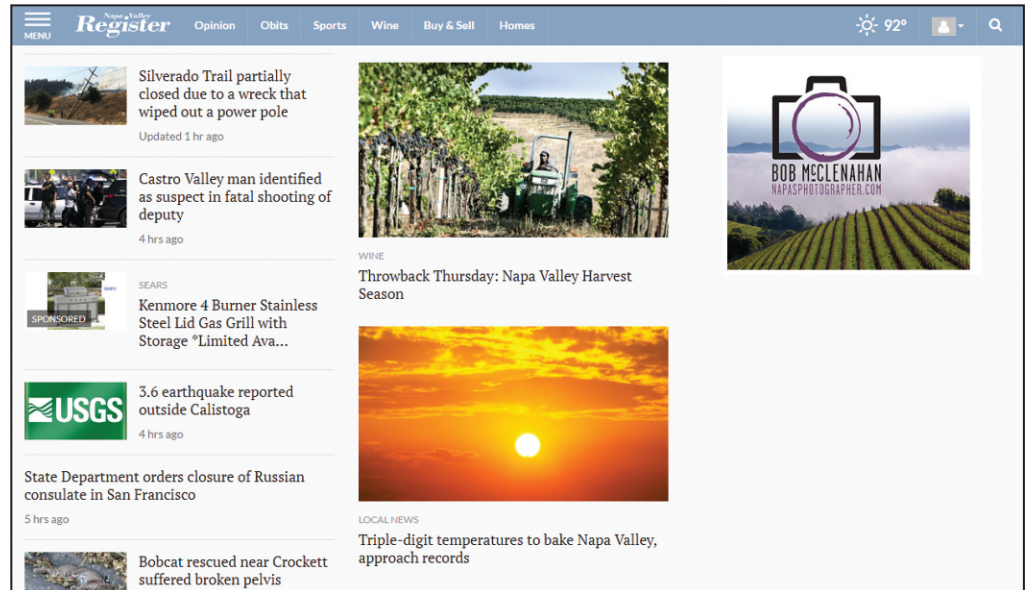


NATIVE ADVERTISING

Engage your consumers online with the power of Native advertising



Native advertising allows your business to position itself as the expert in your industry and reach potential customers in a new, unique way.



CONTENT IS VIEWED AS EDITORIAL

Because our native placements reside in the same locations as our editorial content, your messaging blends right in.



INCREASED VISIBILITY

Native ads are more visually engaging than display ads. Consumers look at native ads 53% more frequently than display ads.*



TIMELY OR EVERGREEN CONTENT

Our native packages have shelf life. Your content can live on a unique landing page within our newspaper site for the duration of your native campaign.



LARGEST LOCAL AUDIENCE

By having native content in our print and digital platforms, you are reaching over 78% of adults in the market weekly.

WHY NATIVE ADVERTISING WORKS

- » Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.
- » Our custom native advertising packages include robust content marketing and distribution strategies to reach your ideal audience

*Source: Sharethrough 2013.