

ONLINE AD SPECIFICATIONS, FORMATS

NapaValleyRegister.com • m.NapaValleyRegister.com

AMPLIFIED
DIGITAL



COLOR SPECIFICS



Red, Green, Blue



72 DPI (dots per inch)
actual size

ACCEPTED FILE FORMATS CAMERA READY



ACCEPTED FILE FORMATS NEW BUILD



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 **AMPLIFIED**
DIGITAL



MECHANICAL MEASUREMENTS

Ad Unit Name	Dimensions Pixels	Max File Size
Big Ad / Mobile Big Ad	300 x 250	150 KB
Leaderboard	728 x 90	150 KB
Mobile Banner	320 x 50	150 KB
Half Page	300 x 600	150 KB
Wide Skyscraper	160 x 600	150 KB
Multi-Screen Adhesion	300 x 600	150 KB
	160 x 600	150 KB
	728 x 90	150 KB
	320 x 100	150 KB
Reveal	1920 x 600	150 KB
Reveal Mobile	800 x 250	150 KB
Billboard	970 x 250	150 KB
Paw Desktop		
Pencil	1170 x 50	150 KB
Billboard	1170 x 300	150 KB
Right Wing	500 x 800	150 KB
Left Wing	500 x 800	150 KB
Paw Mobile		
Pencil	480 x 50	150 KB
Billboard	440 x 250	150 KB

HOMEPAGE ROADBLOCK

Engage your consumers online with the power of high-impact ads



Get Exclusive Advertising on the Napa Valley Register Homepage

Use the homepage "Roadblock" digital advertising tool to get your message in front of our 404,878 unique monthly visitors. This single buy gives you advertising saturation on the homepage of one of the primary choices of internet users for local and community news in the Napa Valley.



GOALS & BENEFITS

- » Your message will get maximum exposure
- » Drive market share growth
- » Increase brand awareness to a local desirable audience
- » Stay "top-of-mind" with current customers
- » Acquire new customers
- » Drive engagement and traffic to your website with interactive online ads
- » Reconnect with your website's visitors
- » Track advertising success and ROI using the right metrics

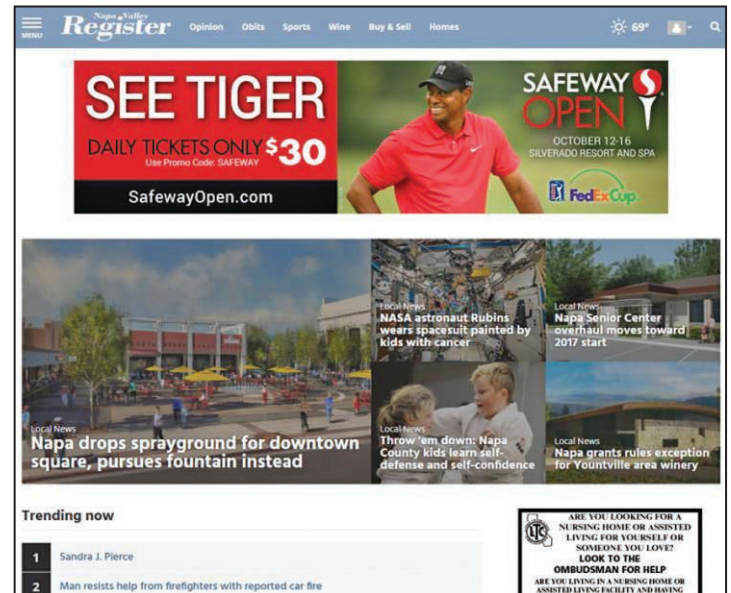
LOCAL DISPLAY

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

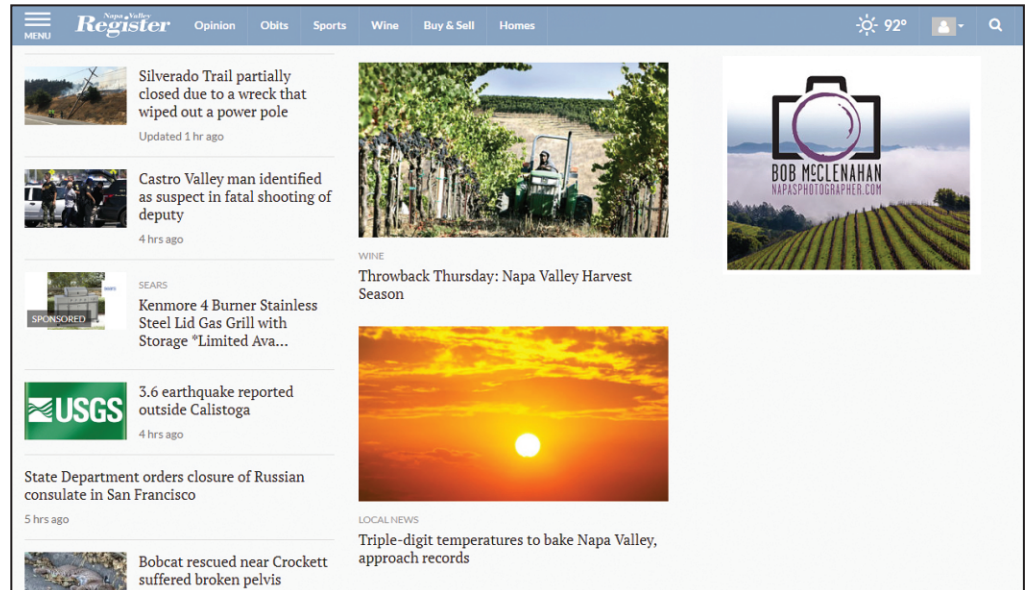
- » Drive engagement and traffic to your website with interactive online ads
- » Reconnect with your website's visitors
- » Take advantage of A/B split testing
- » Campaign optimization based on monthly statistics reporting

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.

WE DELIVER A POWERFUL AUDIENCE

Reaching consumers more consistently and frequently than any other media!



The Napa Valley Register Audience

Reach more of the market with the Napa Valley Register.

The Napa Valley Register delivers a HUGE audience! Each week we reach

 } **78%**

of all adults in the market.



OUR PRINT AUDIENCE

NAPA VALLEY REGISTER

Daily readership: 25,148

ST. HELENA STAR

Weekly readership: 5,591

WEEKLY CALISTOGAN

Weekly readership: 1,961

DISTINCTIVE PROPERTIES

Monthly magazine distribution: 5,000

INSIDE NAPA VALLEY

Quarterly magazine distribution: 14,000

circulation x 2.3 readers per copy
data 07-31-2018

But that's not all...



Our audience is engaged. 72% notice advertising, 76% trust the Napa Valley Register



Our readers also have a higher median household income



And are more likely to be college graduates



OUR DIGITAL AUDIENCE

WEBSITE

Pageviews: 2,236,068
Unique Visitors: 312,775
Sessions: 668,298

SOCIAL MEDIA FOLLOWERS

Facebook: 41,227
Twitter: 32,774
Instagram: 5,827

MOBILE APP

Pageviews: 625,779
Unique Visitors: 8,522
Sessions: 215,639

AUDIENCE DEMOGRAPHICS (PERCENT OF VISITORS)

Female: 52.33% | Male: 47.67%
Age: 18-24: 7.56% | 25-34: 20.11%
35-44: 20.93% | 45-54: 19.07%
55-64: 19.09% | 65+: 13.24%

REVEAL AD

Engage your consumers online with the power of high-impact ads

Command an Audience Like Never Before!

Your ad will appear on our homepage, getting maximum exposure in front of our 415,596 unique monthly visitors. This single buy maximizes your impressions with our audience. The Napa Valley Register is one of the primary choices of internet users for local and community news in the Napa Valley.



GOALS & BENEFITS

- » Your message will get maximum exposure
- » Drive market share growth
- » Increase brand awareness to a local desirable audience
- » Stay "top-of-mind" with current customers
- » Acquire new customers
- » Drive engagement and traffic to your website with interactive online ads
- » Reconnect with your website's visitors
- » Track advertising success and ROI using the right metrics

TARGET DISPLAY

Build brand awareness with our digital targeting solutions



Reach potential customers across the web wherever they are searching or reading by placing your ad in front of them.

We leverage data from our own publishers' and readers, along with data from third-party publishers to target your message to a highly engaged and desirable audience. You can connect with interested consumers at the exact moment they are actively engaged and researching information about products and services you sell on the web.



FIRST PARTY DATA



THIRD PARTY DATA

FIRST PARTY ADVANTAGE

Amplified leverages data from Lee Enterprises' owned and operated newspaper websites. That's more than 50 publications across the country with more than 30 million monthly unique users. We combine that first party advantage with third party data from our partners to target audiences based on your ideal customers' demographics, behaviors, search habits and more.

↑ **CLICK-THROUGH RATE**

↑ **CONVERSIONS**

TARGETED DISPLAY CAMPAIGN GOALS & BENEFITS

- » Drive market share growth
- » Increase your brand awareness to a target local audience
- » Increase conversions
- » Increase traffic to your site
- » Keep top of mind with current customers
- » Expand your reach to our Amplified audience
- » Acquire new customers
- » Track advertising success and ROI using the right metrics
- » Drive clicks to your website with interactive online ads

TARGET DISPLAY OPTIONS

Reach out to your direct audience with our digital targeting solutions



AVAILABLE FOR DISPLAY, MOBILE & TABLET



GEO-TARGETING

Send your ad to those who are close enough to take action now



SITE RETARGETING

Keep customers coming back to your site until they're ready to buy-from you



SEARCH RETARGETING

Reach people who searched for your product or service even after they leave the results page



CONTEXTUAL TARGETING

Your ads will appear on pages with content that matches keywords or phrases related to your business



CATEGORY TARGETING (CHANNEL)

Reach your audience through relevant content on customized site lists



BEHAVIOR TARGETING

Reach people who act just like your target customer, based on their recent search and browsing history



DEMOGRAPHIC TARGETING

Reach your target demographic by narrowing your advertising audience by age, gender and household income



WEATHER TARGETING

Use dynamic creative to serve highly relevant messages according to weather in the area (e.g. serving ads for a snow blower sale in a blizzard)



YOUTUBE.COM DISPLAY

Place your ad right next to the video player on YouTube.com for a massive reach



VIDEO NETWORK

Use geo- and demographic targeting to achieve a higher level of engagement with your audience on our Video Network or YouTube streaming video

AVAILABLE FOR MOBILE



HYPER-LOCAL TARGETING

Tap into smartphone GPS combined with an ad display network on thousands of mobile apps to reach potential customers based on their precise location



TAP-TO-CALL

More valuable than a website click, tap-to-call lets mobile phone users call you right from your ad



TAP-TO-MAP

Give potential customers directions to your store with one click on your ad



DISTANCE-TRIGGERED CREATIVE

Combine hyper-local targeting and dynamic creative to serve messaging based on the viewer's current location

TABLET-SPECIFIC TARGETING



TARGETED TABLET

Reach your audience on the go and at home in a highly interactive, engaging environment designed specifically for tablet users

First Impressions Count!

Today's customers are checking out your website long before they call to find out more information. A modern website that engages visitors and turns prospects into leads is critical to your digital marketing success. Our responsive web design approach provides an optimal viewing and interaction experience across a wide range of devices.



GOALS AND BENEFITS

- » Reach new customers searching for your product or services online
- » Improve your brand image with a professional website
- » Demonstrate credibility to potential customers
- » Convert browsers into clients. Your website can be open all day, every day – even if you're not



CUSTOM WEBSITE DEVELOPMENT

We will design and create a responsive mobile-ready website with customized logo graphics and color scheme.



ON-PAGE SEO

On-page search engine optimization as well as behind the scenes SEO practices for easier indexing.



MULTIMEDIA OPTIONS

Incorporate video, photo galleries, social media feeds and more to give customers multiple ways to learn about your products and services.



CONTACT & SIGN-UP FORMS

Gather valuable data from your customers or potential customers and give them a place to contact you with forms and surveys.



SEARCH ENGINE REGISTRATION

Website will be registered with Google and Bing.



TECHNICAL SUPPORT

Technical support via phone or email with a quick turnaround time.



WEBSITE ANALYTICS

Monthly Google Analytics reports providing data about your website visitors and their behavior.