

## TECHNICAL QUESTIONS

- > **Contact** Cory Hendrickson – Digital Specialist – 763.712.2414 – digital@ecm-inc.com
- > **To advertise** contact your local Sun Media Consultant

ECM Publishers and Adams Media own and operate 86 community news operations in Minnesota and Northern Wisconsin reaching over one million households at a neighborhood level with hyper local news that only we provide. Our operations include a variety of print, video, and digital tools focused on optimizing your Return On Investment.

Our services encompass much more than that. We have platforms capable of targeting far outside of our coverage area - whether it be Duluth, Eau Claire, or across the country. Talk to your local Sun Media sales representative about programmatic advertising, email marketing, and native advertising.

Through ECM Publishers and KonectDirect, you can reach nearly 90% of the total population through digital channels on mobile devices, internet browsers, and apps. We now offer you effective ways to reach your target market online including:

- Geotargeting
- Behavioral targeting
- Demographic targeting
- Email



## WHAT WE PROVIDE

- Targeted Display advertising:** Digital Display ads placed on our APG Media of Minnesota desktop and mobile news sites.
- E-newsletter advertising:** Digital Display ads displayed in our e-newsletters.
- Programmatic advertising:** Digital Display ads placed in front of the customers you want. Target anywhere and anyone on the web.
- E-mail marketing:** Target customers anywhere through email right to their inbox with CAN-SPAM compliant campaigns.
- Native advertising:** Bring in customers from within an informative article format.
- Website design:** Let us create a responsive mobile-friendly website for your business.
- Minnesota video production - digital@ecm-inc.com:** Specializing in conceptual strategy through video production.

## MONTHLY STATS

Publication	Pages Read	Unique Readers	Total Visits	Mobile Share
Current.MnSun.com	61,000	30,000	36,000	50.23%
Sailor.MnSun.com	54,000	28,000	34,000	55.62%
Post.MnSun.com	34,000	17,000	21,000	52.82%
Focus.MnSun.com	16,000	8,800	10,500	48.60%
LakerPioneer.com	11,500	4,500	6,000	48.59%
SunPatriot.com	36,000	11,000	17,500	53.34%
PressNews.com	45,000	19,500	26,000	54.72%
MonticelloTimes.com	34,500	9,500	16,000	55.21%
SunThisweek.com	74,000	33,000	49,000	55.05%



**ALL SITES ARE  
 100% RESPONSIVE**



Responsive design provides optimal viewing and interaction experiences across a range of devices such as computers, mobile phones and tablets.

## COMPLETE DIGITAL PRICING

Contact one of our Sun Media sales representatives to place your ad or if you have questions on digital pricing.

## ADVERTISING UNITS AVAILABLE

### Breaking News, Weather or Event Sponsor

320 px wide x 50 px tall ..... \$79 per week

### Premium Billboard

970 px wide x 250 px tall ..... \$119 per week or

\$75 per week if packaged with print ad for up to 4 consecutive weeks

### Medium Rectangle

300 px wide x 250 px tall ..... \$70 per week or

\$35 per week if packaged with print ad for up to 4 consecutive weeks

### Daily Newsletter

600 px wide x 100 px tall ..... \$70 per week per newsletter

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SunThisweek.com	74,000	33,000	49,000	55.05%

## PREMIUM BILLBOARD



**Premium Billboard**  
970 px wide x 250 px tall

## MEDIUM RECTANGLE



**Medium Rectangle**  
300 px wide x 250 px tall

## PROGRAMMATIC ADVERTISING

Through APG Media's programmatic trade desk you are connecting to The Exchange – a comprehensive network of publishers that serve digital advertising through sophisticated automation – providing you immediate access to 95% of daily internet traffic. Whether your audience is browsing CNN, ESPN, The Weather Channel, or Pinterest, your message will reach your relevant potential customers in real time through multiple platforms – Mobile, Desktop, Web Browser, Social Media, and In-App.

### Pricing

- > \$7 CPM for geographic and content.
- > \$8 CPM for behavioral and demographic.
- > \$10 CPM for retargeting.
- > Mobile-only campaigns from \$9 CPM.
- > \$500 minimum buy. Minimum campaign of 3 months.

## EMAIL MARKETING

APG Media makes it easy to reach potential customers with turn-key email marketing services. We let you define your target audience from the highest quality business and consumer databases available. Our data may be segmented by hundreds of geographic, demographic and behavioral filters.

### Targeted email campaigns

- > 25,000 minimum email volume
- > \$30 CPM
- > \$750 price for minimum send

CPM = Cost Per 1,000 impressions.

\* These programs are add-ons to targeted email campaigns and are not sold separately

## NATIVE ADVERTISING

Advertise your business through an in-feed ad format that looks and displays like articles. We'll create an article for you that is informative and helpful to the reader, but that also serves to highlight what your business or product offers.

### Pricing

- > \$200 Content creation charge, plus \$8 CPM (minimum 10,000 impressions).

## WEBSITE DEVELOPMENT

Modern and responsive (mobile-friendly) websites built for your business. We offer a range of pricing and set-ups from basic to advanced, and with up-front or contracted payment options. Contact your Sun Media sales representative for details.