

introducing soonews.ca



ADVERTISE WITH US!

You're a business owner, and you need to advertise to gain new customers and keep existing ones.

The question is, where... and how? Where will you get the most visibility? Where can you get results that are measured, and not just estimated? Where can you be highly creative and innovative with your advertising?

It all boils down to how you can get the best value for your advertising dollar.

The answer: Advertising online at SooNews.ca.

If you've never considered marketing yourself on the Internet before, you're missing out on being seen by the rapidly growing number of Sault residents who get their news from SooNews.ca.

That number is currently 20,000 people. We say "currently" because it's growing 16.7% per month! Meanwhile, people are canceling their newspaper subscriptions and tuning out of Sudbury's TV station.

The following pages contain more valuable information about advertising on SooNews.ca. If you have any questions or wish to speak to a sales representative, please call our office at 251-NEWS (6397) or e-mail us at sales@soonews.ca.

WHO IS SOONEWS.CA?

With breaking news, on-the-scene video, the best local weather forecast, compelling columnists, discussion and classifieds, SooNews.ca has everything you need!

We cover not only Sault Ste. Marie, but also Wawa to Bruce Mines and everyone in between.

Now four years old, SooNews.ca (formerly LTVNews.com) is 100% locally owned and operated, and we are committed to providing our hometown with the highest quality news coverage.

Our competitors didn't grow up in Sault Ste. Marie, but we did. We know what's important to Saultites, and you can always trust us to report fairly, professionally, quickly and accurately.

The SooNews.ca Team

Craig Huckerby - News Director
Karen Johns - News Assistant
Carrie Walls - Graphics & Advertising
Jake Cormier - General Manager & Developer
Ken Armstrong - Sales Associate

WE'D LOVE TO HEAR FROM YOU!

PHONE: 705.251.NEWS (6397)
FAX: 705.251.FAXX (3299)
EMAIL: SALES@SOONEWS.CA

soonews.ca vs. the newspapers

Yes, newspapers are good at covering local news. Unfortunately it's yesterday's news. Sooiters today want their news now, which is why countless people every year are canceling their paper subscriptions, and setting their homepage to SooNews.ca.

When you place an ad in the paper, you spend a lot of money for a one-time appearance. And it's often got a big, glaring error in it. And it's crammed in there with hundreds of other ads. Think anyone is going to find your ad? Think you're getting value for your money? Not likely.

Advertising on SooNews.ca runs 24 hours a day for the length of your contract. We'll e-mail your ad to you for approval. Changes can be made any time, with a turnaround measured in minutes, not days. Yours is one of just a few advertisements, placed in high-visibility spots among large amounts of content, so your ad stands out and gets noticed. Your ad can be animated and feature colourful graphics, and we can provide you with a report of how many times your ad has been seen and clicked on.

Newspapers can't do that. They don't even come close.

soonews.ca vs. television

Sault Ste. Marie hasn't had a local TV station since MCTV regionalized their operation five years ago by moving to Sudbury. SooNews.ca's founder, Craig Huckerby, was one of the many talented people they laid off. He started SooNews.ca in 2003 to fill the void left in the Soo.

Now the TV executives in Sudbury expect us to watch their news, despite the Sault often getting just a minute or two of coverage each day. Don't let them tell you it's our "regional" TV station. When the Sault gets 1 minute of coverage and Sudbury gets 20, it's clear where their efforts are going and where their viewers are. Not in the Sault, that's for sure.

Advertise on SooNews.ca. We're located on Trunk Road, not Frood Road. We produce more local video coverage than Sudbury's TV station. And our 20,000 daily viewers will give your business the local exposure you're looking for.

soonews.ca vs. other web sites

Countless people have told us they've switched to SooNews.ca after tiring of the "unprofessional" style of reporting on other local web sites. Advertisers, too, have switched, preferring to be associated with a more professional media outlet.

Newspapers have attempted to move into the web market, too. But it's still yesterday's news, and their web sites have limited content and piles of advertising. Why? Because they still want you to buy the paper -- their cash cow.

SooNews.ca reports professionally and without bias. Our web site is well-organized and easy to navigate. And of course, the latest breaking news is added as it happens, throughout the day. You can always count on finding it first at SooNews.ca.

	Viewership Tracking	Advertising Terms	Strengths	Local or Not?
Newspapers	Estimated circulation numbers. They assume every printed copy is read by two people.	You pay hundreds of dollars for a one-time printing of your ad in one issue of the paper.	Known and read by tens of thousands of Sault residents. (but this number is decreasing)	The Sault's newspapers are owned by an international media conglomerate.
Television	Estimated viewership based on media ratings services.	You pay hundreds of dollars for a few appearances during a specific time slot.	Has attractive video ads that consumers will pay attention to and remember.	The regional TV station operates out of Sudbury.
SooNews.ca	Exact number of viewers, ad views and ad clicks, counted 24/7.	You pay hundreds of dollars for an ad that is seen 24 hours a day by 20,000 viewers daily, for a month or longer.	Combines the strengths of newspapers and television, gives you more value for your advertising dollar, and our numbers are growing quickly while theirs are dropping.	100% owned and operated by life-long residents of Sault Ste. Marie.

some terminology

We understand that many local advertisers are quite comfortable advertising in the “traditional” media. Perhaps the only reason you’ve never considered advertising on the Internet is because you don’t fully understand some of the lingo or concepts.

We’d like to clear up some of that confusion by explaining some of the words used on the Internet and in digital advertising.

WEB SITES & STATISTICS

- Web Site** A collection of pages of written information, photos, video and other multimedia, accessible world-wide through the Internet. Web sites are quickly replacing print media, television and radio as the world’s favourite way to receive and share information.
- Ad Views** The number of times an advertisement has been seen.
- Ad Clicks or clickthroughs** The number of times an advertisement has been clicked on.
- Unique Visitors** Individual people on different computers that visit a web site. A person is counted only once per day, even if they visit the site several times. This can be somewhat compared to newspaper circulation numbers, except that newspapers’ actual circulation is half their claimed readership numbers, because they generously assume that each and every printed copy of the paper is read by two people.
- Page Views** The number of times individual pages, such as articles or videos, were viewed on the site. This number is always significantly higher than the unique visitors because most visitors come back several times and look at several dozen pages throughout the course of a day.
- Hits** Hits are not a meaningful method of tracking traffic on a web site. A page view counts as a hit, but so does each and every graphic, photo, and external file contained within that page. For example, a visitor looking at one article may register 50 hits alone because of all the graphics on the page.

DIGITAL ADVERTISING

- Pixels** The size of an online advertisement, or any photo or graphic for that matter, is measured in pixels. A pixel can’t be compared to inches or centimetres because its size depends on the resolution of the computer monitor it’s being displayed on. Many monitors support a resolution of 1024 pixels wide by 768 pixels tall. Some widescreen monitors can be 1440 pixels wide, or larger. The higher the resolution, the smaller the pixel.
- The SooNews.ca web site is about 900 pixels wide. Our widest advertisement, the leaderboard, is 728px wide. So the “effective size” an online ad should be seen as a ratio between the size of the ad and the size of the site, not as a physical measurement in inches or centimetres like you may be used to with print media.
- Static Ad** “Static” means the ad doesn’t change or animate. Like a print ad, it always displays the same information.
- Animated Ad** An animated ad may have two or more “frames” of information, and will flip between them every few seconds. This allows you to display more information within a single digital advertisement.
- Zone** A zone is an individual place on a web page that displays advertising. SooNews.ca will schedule a few ads into each zone so that each time somebody loads a page with that zone on it, a different ad may be displayed.
- Rotator** A rotator is a special kind of zone in which the ad displayed in that zone changes every few seconds.
- Static Zone** If a zone isn’t a rotator, it is static, meaning the same ad is displayed until the page is reloaded.
- Video** SooNews.ca also offers video advertisements, which are exactly like TV commercials. They play immediately before our video news clips.

FREQUENCY

Advertisements are seen 24 hours a day, 7 days a week, by thousands of consumers.

INTERACTIVE

Your advertisement can link directly to your web site, where potential customers can learn more about your product or service.

VERSATILE

Unlike traditional media, changes to advertisements can be made instantaneously.

COST-EFFECTIVE

Far more affordable than traditional media, and exact numbers of views and clickthroughs are available. Minimal overhead costs.

PROGRESSIVE IMAGE

Having your presence on the Internet projects a positive, progressive image that will gain you new customers and strengthen relationships with existing ones.

STAND OUT!

Yours is just one of a few advertisements, placed in high-visibility spots among large amounts of content, so your ad stands out and gets noticed.

THE SOONEWS.CA ADVANTAGE

DISCUSSION FORUM

Thousands of registered members discuss the topics of the day.

CLASSIFIEDS

Free classifieds with ability to post photos and format your listing just the way you want it.

CJ REPORTS

Viewer-submitted news and video.

VIDEO COVERAGE

The most extensive video news coverage in Sault Ste. Marie.

WEATHER FORECAST & MAPS

The Sault's #1 Weather Source with detailed forecast, live radar & satellite maps and local webcams.

PLENTY OF OPTIONS AND FLEXIBILITY

PRICING

Wide range of highly effective ads for a variety of budgets, starting at just \$25 per month plus GST!

PAYMENT TERMS

Monthly, quarterly, bi-annual or annual billing available. We offer discounts for full payment at contract signing (except on shopping guide).

FLEXIBLE CONTRACTS

Contracts can range from 1 day to 1 year, depending on the type of advertising package purchased.

PAYMENT METHODS

Post-dated checks provided at contract signing are preferred. We will soon have the ability to accept credit cards.

AD FORMATS

We support jpg, gif, animated gif, flash and video files. Animated ads may be subject to additional fees.

GET RESULTS

We can provide, on request, the exact number of times your ad was seen and clicked on.

FAST TURNAROUND

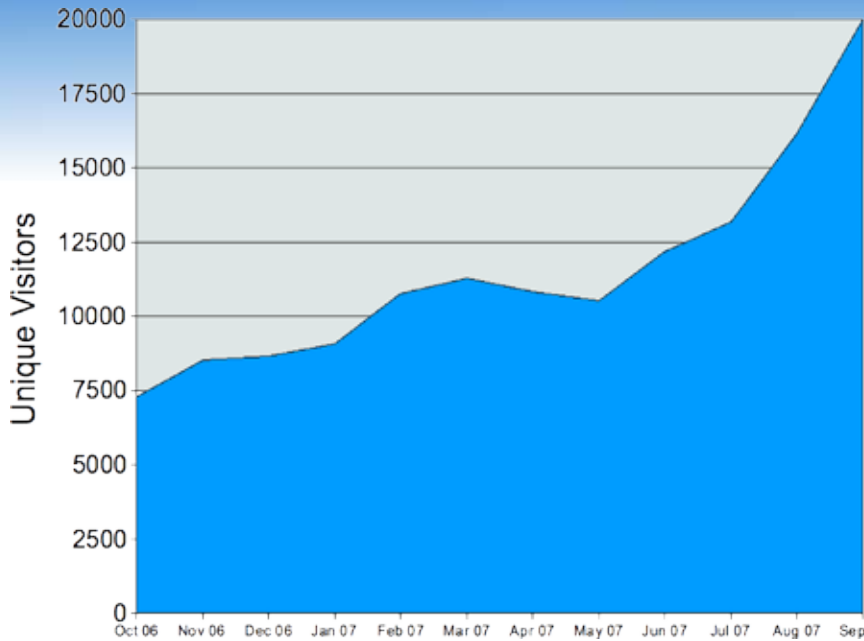
After contract signing, we can often send an ad to you for approval within a day or two, and have it on the site minutes after you say 'go'!

LOW PRODUCTION COST

Our production fees are significantly lower than most other types of media, because we're electronic.

CHANGES WELCOME

You can order a change to your ads at any time for a minimal fee. A limited number of free changes can be included on longer contracts.



OUR LATEST DAILY STATISTICS:

20,000 Unique Visitors
1.8 Million Page Views

WE'RE GROWING QUICKLY!

Traffic to SooNews.ca is increasing an average of 16.7% per month!

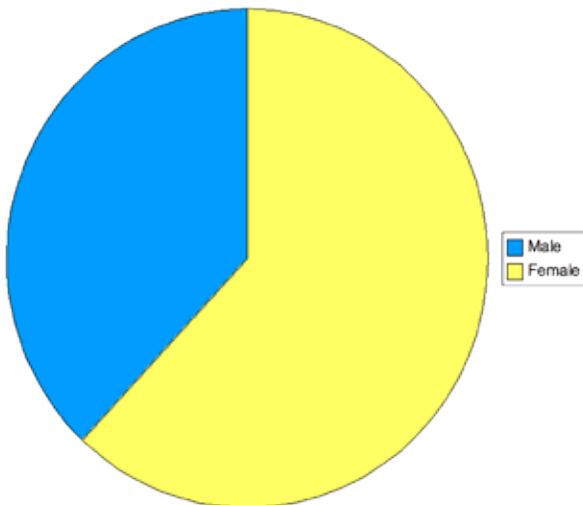
Since October 2006, our viewership has increased 167%!

Increase in Aug/Sept due to our new site launch on Aug 14. September data based on first 2 weeks of that month. Monthly growth rate is based on past 6 months of data.

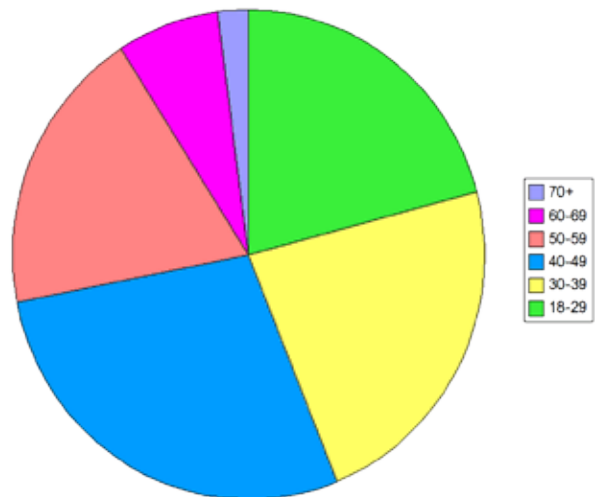
VIEWER DEMOGRAPHICS

SOURCE: BIGDEALS CONTEST REGISTRATION DATA, JAN. 2007

GENDER



AGE GROUP



WHAT ARE VISITORS, VIEWS AND HITS, ANYWAY?

- UNIQUE VISITOR** An individual computer that accesses the web site. So 20,000 computers across the Sault visit SooNews.ca every day!
- PAGE VIEW** Occurs when one of our unique visitors looks at one of the many web pages on SooNews.ca. A page view occurs when a visitor reads an article, reads or posts in our forum/classifieds, or clicks on an advertisement.
- HIT** Hits are not a meaningful method of tracking traffic on a web site. Graphics, javascripts and other web page files will trigger a hit. For example, a viewer looking a web page containing 49 graphics will generate 50 hits alone.