

## Advertisement Sizes

Leaderboard Ad 875 pixels wide x 90 pixels high Only with sponsorship

1/2 Page Horizontal 600 pixels wide x 300 pixels high

Tower Ad 120 pixels wide x 600 pixels high

1/2 Tower Ad 120 pixels wide x 300 pixels high

Tile ad 600 pixels wide x 90 pixels high

Tile ad 125 p.w. x 90 p.h.

1/2 Page Vertical

300 pixels wide x 600 pixels high

Big Ad

300 pixels wide x 250 pixels high

Run of Site ad 300 pixels w x 60 pixels h

Business Card Ad

300 pixels wide x 150 pixels high

# The Waxhaw Gazette

A CSgN Publication serving the people of Waxhaw, North Carolina

## ADVERTISING Rates

Effective February 18th, 2008. Subject to change without notice.

### Ad Sizes & Positions

1/2 Page Horizontal	600 pixels wide x 300 pixels high (approx. 8.34" x 4.17")	\$550 per month
1/2 Page Vertical	300 pixels wide x 600 pixels high (approx. 4.17" x 8.34")	\$550 per month
Leaderboard Ad	728 pixels wide x 90 pixels high (approx. 10.1" x 1.25")	\$525 per month
Page Dominant Ad	300 pixels wide x 400 pixels high (approx. 4.17" x 3.47")	\$500 per month
Tower Ad	120 pixels wide x 600 pixels high (approx. 1.67" x 8.34")	\$495 per month
Island Ad	150 pixels wide x 400 pixels high (approx. 2.22" x 5.56")	\$450 per month
Banner Ad	600 pixels wide x 90 pixels high (approx. 8.34" x 1.25")	\$435 per month
Run of Site ad	300 pixels wide x 60 pixels high (approx. 3.2" x 0.8")	\$385 per month
Tile ad	125 pixels wide x 90 pixels high (approx. 1.67" x 1.25")	\$175 per month

### Sponsorships

The Latest News/Top story, Local:	\$500 per month
Front page positions:	Currently Available
Add streaming video for even more impact (streaming Video):	\$500/month
** Price does not include Flash:	\$50/month additional

*Ask your Gazette sales consultant for details.*

### Second Tier Advertising

#### Monthly Rates

Positions	Price Per Month**
Standard Business card	\$100.00
Double Height Business Card	\$180.00

### Business Listings & Community Page

#### Annual Contract Only

Bold Type:	Price Per Yr.	\$150.00
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Individual Page with comprehensive info including business description, map and links to business's web site

Price Per Yr.	\$400.00
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### Additional Products

#### AVAILABLE: To Be Announced

#### Classified Advertising Monthly Rates

Positions	Price Per Month**
Homes Big Ad	\$430**
Homes Tiles	\$175**
employment Big Ad	\$430**
employment Tiles	\$175**
Auto Big Ad	\$345**
Auto Tiles	\$175**
rental Big Ad	\$175**
rental Tiles	\$90**
Merchandise Big Ad	\$175**
Merchandise Tiles	\$90**
recreation Big Ad	\$310**
recreation Tiles	\$150**
Misc Big Ad	\$175**
Misc Tiles	\$90**

- Sticky Note
- Video Banner
- Live Web Cam
- Contest Banners
- Web Site Development (*Set-up fees may apply*)

The Waxhaw Gazette.com audience is too large and too attractive to ignore:

Median Age: 43

Median Income: \$53,300

Gender:

Male 46% | Female 54%

College Degree:

81% with college degree or higher

# The Waxhaw Gazette

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## How Goes The Gazette?

*Reprinted from the February 15th Issue with total February reporting updated as of 2-20-08*

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**This** being the 12th Issue publishing today, The Waxhaw Gazette has now been in business for one full quarter. How time flies! A lot has certainly happened during these weeks. I have met an unbelievable number of people, resolved untold numbers of issues that have arose and now can say we are truly experiencing the growth and respect of our readers that I had hoped for. And the numbers bear it out. Our readership has grown geometrically. And I have to thank all of you for your support and willingness to pass along the knowledge of our existence to your friends and neighbors.

The current census has the population of Waxhaw at approximately 7000 people. Knowing that maybe only 80% of those people have internet service, our target audience is a total of 5600 people. The original e-mail list I started out with was at just under 100 people. Based on the number of "hits" on the publication so far this month, we are well on our way of reaching 10,000 hits by the end of the February, which means 2500 repeat hits each week. Of course there are a lot more people in the surrounding areas still to be accounted for, but the reach that we are achieving is a great success! One that I have to attribute to the people of Waxhaw who are instrumental in making the Gazette a success!

An unexpected bit of information that has shown up in the site stats are the foreign visitors who have been here. Not large in numbers but surprising in the reach the site is achieving, people as far away as Canada, Germany and even Hong Kong have visited the site! (Foreign visits show up in a different reporting location in the data reports I receive from the hosting company.)

## The Numbers Tell the Tale!

Totals for the past three months as reported in hits:

December, 2007: 2,961

January, 2008: 6,639

February 20th, 2008 as of 8 A.M. today: Over 9,400

And the Valentine Video e-mailed out: 2,368 hits alone!