

The Times Mobile Edition

Delivers!



Mobile Advertising Drives Exceptional Performance for Advertisers ...

A Leader in NWI Reach

> Reaching 63% of Northwest Indiana

Premium Content

> NWI #1 local news source

Advanced Targeting

> Location based Real Time Users

Deep Experience

> Build & enhance Loyal customer base

Turnkey Solution

> Creative, Delivery, Reporting

More and more Times readers (50,000+ monthly page views) receive the latest local news, sports scores, weather and texts on their mobile device. Through advertising on our Mobile Edition and Keyword-Text Message Platform, The Times provides innovative opportunities for advertisers to engage an active mobile audience.

Advantages of Mobile

According to Mobile Marketing Association, brand recall rates from mobile marketing are 20 times greater than web and phone.

SMS has the highest deliverability of any medium – more than 90% of text messages will be seen as over 80% of cell phone users carry their phone with them at all times.

Mobile

- Provides advertisers a great way to interact with current and potential customers in real time and location based
- Enables readers an instant way to receive promotions, coupons or details on upcoming sales as a text message on their phone
- Advertisers can respond to text with additional offers and information
- Advertisers can send additional text messages to database of readers that respond via text
- Advertisers can collect phone numbers and emails to build direct marketing databases

SOURCES

*2007 nwi.com Sales & Site Survey and 2008 Times Market Study conducted by Belden Associates
** Omniture Site Catalyst, April 2009 to September 2009

THE TIMES
MEDIA COMPANY



THE TIMES MOBILE EDITION RATES

Mobile Large Banner 215 X 34

SECTION	CPM ABOVE THE FOLD
Mobile Road Block	\$30
Mobile ROS	\$15
Mobile Home	\$8

Mobile Medium Banner 167 x 30

SECTION	CPM ABOVE THE FOLD
Mobile Road Block	\$30
Mobile ROS	\$13
Mobile Home	\$7

Mobile Small Banner 112 x 20

SECTION	CPM ABOVE THE FOLD
Mobile Road Block	\$14
Mobile ROS	\$12
Mobile Home	\$6

Landing Pages

	FEE*
Standard	Included
Click to Call	\$25
Email Capture	\$25

*PER LANDING PAGE

Text Key Words

	FEE**
1 Key Word	\$35
2 Key Words	\$65
5 Key Words	\$150
10 Key Words	\$250

**FEES PER MONTH WITH A
3 MONTH MINIMUM COMMITMENT

Mobile Banner Specs

All Mobile Banner ads must be static and in a .gif or .jpg format.

- Large Banner - under 2K file size
- Medium Banner - under 2K file size
- Small Banner - under 1K file size

Landing Page Specs

Header Image Standard	Jump Page Text 112x20 pixels, 16 color .gif	Connect 32 characters per line (includes spaces), 6 lines per screen N/A
Click to Call	112x20 pixels, 16 color .gif	32 characters per line (includes spaces), 6 lines per screen, phone number for users to call, specific number for tracking
Email Capture	112x20 pixels, 16 color .gif	32 characters per line (includes spaces), 6 lines per screen, enter email for more info, include link for opt-out

THE TIMES
M E D I A C O M P A N Y

CROWN POINT (219) 662-5300

MUNSTER (219) 933-3200

PORTAGE (219) 762-1397

VALPARAISO (219) 462-5151