

ONLINE

ADVERTISING RATES & INFORMATION

June 1, 2009 - December 31, 2009

kdhnews.com
KILLEEN DAILY HERALD

Online Sales Department: 254-501-7505 • Fax: 254-200-7614
1809 Florence Rd., Killeen TX, 76541 • kdhnews.com

KDHNEWS.COM'S Growing Reach

The Killeen Daily Herald's kdhnews.com is Central Texas' primary source for local online news and information for consumers. Our online readership extends to the Fort Hood area and around the world. Our online advertising is delivered to our unique audience, whom research shows have both higher education and higher income per user.

Monthly Average Visits	258,000
Monthly Average Views	1,000,000
Monthly Average Unique Visits	104,000

*Google Analytics (March-June 2009)

Ad Serving & Reporting

kdhnews.com uses Google Ad Manager to serve and track online advertising. Each campaign is entered according to run dates, number of views booked, and assigned the requested placement. Online advertisements and hyperlinks are then uploaded to this system. All advertisements will be billed the rate for the page on which they are booked.

Reports showing campaign delivery can be e-mailed weekly by request.

Demographics at a Glance

Placing your advertisement on kdhnews.com allows you to reach the very unique market that is Central Texas and beyond. The majority of kdhnews.com's traffic come from visitors in the Killeen area, but kdhnews.com also receives visits from nearly every city in Central Texas, every state in America, and our soldiers and their families based in Iraq, Germany, Kuwait, and other military posts around the world.

Technical Specifications

Banner Advertisements

Leaderboard: 728x90 px

Medium Rectangle: 300x250 px

File types accepted: .jpg, .gif, .swf, Flash tags

All files must be under 100k.

Video Files

Video Pre-Rolls: 300x225 px

File types accepted: .flv, .wmv, .asf, .avi, .mov,

.3gp, .mpg, .mpeg, or .mp4 format

All files must be 100MB max & 30 seconds or less.

Banner Advertising Rates

Online advertising rates are priced per thousand views a banner advertisement receives. The cost per campaign can be determined by either number of thousand views requested or by budget. Campaigns can run for any amount of days.

Homepage rate*:	\$10 per thousand views
All other pages*:	\$8 per thousand views

Contract Rates are available for campaigns of 3 months consecutive duration or more.

Contract Rates:	\$1 off per thousand views
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*Rates subject to change December 31, 2009

Online Advertising Opportunities

There are many cost-effective opportunities available to target specific audiences on kdhnews.com. Whether you are trying to reach a general audience, visitors interested in sports, Fort Hood news, Copperas Cove news, homebuyers or renters, local health information or job seekers, we have the page for you.

Place your advertisement on one of the following pages, or a combination of several for the most frequency:

Homepage
News
Sports
Features (Weekender, Taste, Religion, Community, Home & Garden, Wellness)
Business
Obituaries
Multimedia
Classifieds
Fort Hood News
Copperas Cove News

Special Pages (see next page):

KDH Healthbeat
KDH Homefinder
KDH Autos

Associated Sites (see next page):

www.kdhjobs.com
www.kdhpressbox.com

E-mail Alert Sponsorships (see next page)

Targeted Online Advertising Features

Besides reaching a wide general audience on kdhnews.com, we also offer opportunities to target specific visitors who will likely be interested in the product that you are advertising.

KDH Healthbeat: KDH Healthbeat contains information on local health providers, news, and tips. The page has a search feature for local health providers that allows visitors to search by health category, city, or specific provider. It also showcases providers in the area and allows visitors to make educated decisions on who they will visit for their healthcare needs. We also prominently feature that month's Health & Fitness publication.

KDH Homefinder: KDH Homefinder is a great place to showcase your real estate or rental/property management business. With a high number of people moving in and out of the Killeen area, this is one of our most popular pages. For as little as \$100 per month, you can list your rental properties, showcase your agency, or place several of your homes you're looking to sell or rent in our slideshow feature.

KDH Autos: Killeen residents, particularly soldiers returning from deployments with extra cash, are looking for the best deals on new cars. Advertise your dealership's special offers and incentives and entice those soldiers with extra cash to stay in the area to purchase their cars.

KDHJobs.com: kdhjobs.com is the area's best source for job information. It is visited by thousands of job seekers every day. Job seekers in the area and visitors who may be relocating to the area check kdhjobs.com frequently for the most up-to-date job postings and opportunities.

KDHPRESSBOX.com: Are you looking to reach a younger audience? Teenagers have rapidly growing buying power and make up 50% of KDHPRESSBOX.COM's 1,000+ membership. This site also attracts alumni, parents, and other interested parties. KDHPRESSBOX.COM covers high school football, baseball, track & field, basketball during each sports' season. We provide live online webcasts of the area football games, as well as live play-by-play updates, stats, player rosters with photos, and slideshows and videos from the games. This site has grown in popularity each year as we build our fan base, add new features, and provide the best area sports information.

E-mail Alert Sponsorships: We have over 900 members signed up for our daily e-mail alerts, which are delivered to their inbox every morning and include the important headlines for the day.

Why Online?

There are many reasons to advertise online, but here are the most compelling:

- **Frequency:** The online newspaper Web site user spends twice as many hours online than the general user and is three times more likely to be online during the workday.
- **Credibility:** Our branded content brings a higher quality audience who are willing to make automotive, entertainment, financial, home, travel and B2B purchases.
- **Targeted:** Advertising on an newspaper Web site is more personal and relevant because it is local and offers niche sites and pages.
- **Purchasing Power:** 89% of newspaper Web site users purchase online compared with 56% of general users. 40% of online newspaper users have incomes higher than \$75,000; 69% own their homes. 18% of online newspaper users have spend more than \$2,000 online *in the last 6 months*.
- **Content:** 54% of general Internet users visit online newspapers for local news, compared to 40% for the local TV station Web site and 20% for the local radio site.
- **Reinforcement:** 56% of online newspaper users also read the newspaper in the past 5 days, and repetition increases awareness.
- **Mix:** Studies have demonstrated the power of online, when included in a mix with traditional media, such as newspaper print, have the highest penetration and most desirable audience of any other local medium.



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