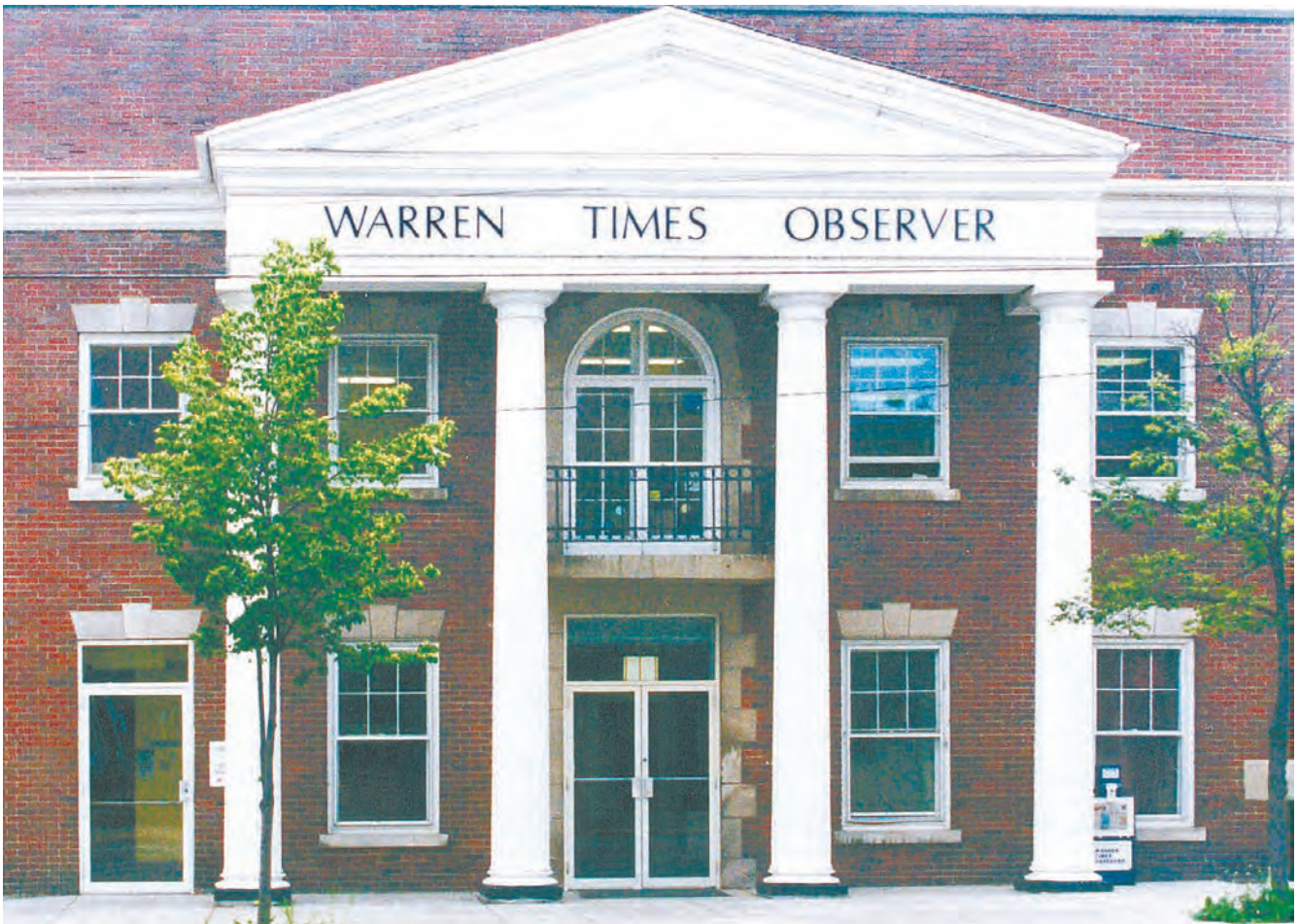


TIMES OBSERVER

Serving All Of Warren County

www.timesobserver.com

Your Multimedia Source For Local News And Information



2012 Advertising Rate Card

Retail, Classified & Internet Advertising Rates & Marketing Information

205 Pennsylvania Ave. W., Warren, PA 16365 • 814-723-8200



Effective January 1, 2012

Personnel

PUBLISHER.....ROBERT PATCHEN
ADVERTISING DIRECTOR.....JACK ALBAUGH

Representatives

OGDEN NEWSPAPERS, INC.
MID-ATLANTIC NEWSPAPER SERVICES

Advertising E-Mail Contacts

Advertising Director: advertising@timesobserver.com
jalbaugh@timesobserver.com

Creative Services: ads@timesobserver.com

Special Promotions: specialpromo@timesobserver.com

Commission and Cash Discounts

Retail and Classified Advertising rates are not commissionable.

Miscellaneous

- * AP ADSEND SERVICE
- * MARKET DATA AVAILABLE
- * CREATIVE SERVICES includes art, basic photography, design, layout and typesetting
- * AD PROOFS available on ads 20 column inches or larger
- * TEAR SHEETS

Printing Services

The Times Observer offers full service printing and distribution of broadsheet, tabloid and single sheet inserts. Contact your sales representative or our advertising department for complete details or pricing information.

Zoned Editions

Not available.

General Rate Policy

NON-AGREEMENT ADVERTISERS

- Transient advertising is payable in advance.

ANNUAL RATE AGREEMENT:

- Advertising charges are paid in advance of publication until the advertiser has established credit and opened an account with the newspaper.
- Charges to an account are due and payable on the 10th day of the month following publication.
- There is a 1.5% per month service charge to accounts extended beyond 25 days. Credit is not extended to any advertiser for more than 60 days.
- Publisher reserves the right to revise rates on 30 days notice.
- As a convenience, Mastercard, Visa and Discover are accepted for payment.
- Annual bulk agreements: Billing will be adjusted at the end of the agreement year to reflect the annual volume run, and where applicable, to reflect a higher yearly rate, resulting in a Charge Back.

- Co-Op advertising: The rates in this rate book will apply.
- All advertising credit balances must be taken in-kind (i.e., through additional advertising) and must be taken in one year.
- The Times Observer will not extend credit for advertising orders or space reservations that claim sequential liability.
- The Times Observer does not accept brokered advertising.

PUBLISHER'S LIABILITY FOR ERROR:

- The publisher shall not be liable for slight changes or typographical errors that do not lessen the value of an advertisement. The publisher's liability for other errors is strictly limited to the publication of the advertisement in any subsequent issue or a credit to your account to be used within one year.
- Please check your advertisement on the first day of publication for errors. The Times Observer will not give credit after the first insertion for ads which repeat.

INDEMNIFICATION:

- The advertiser and/or advertising agency agrees to defend and indemnify the publisher against any and all liability, loss or expenses arising from claims of libel, unfair competition, unfair trade practices, infringement of trademarks, copyrights, trade names, patents or proprietary rights or violation of rights of privacy resulting from the publication of the advertiser's advertisement.

POLITICAL ADVERTISERS:

- Political advertising is payable in advance, upon placement of advertising order. All political advertising must conform to Federal guidelines and adhere to Pennsylvania Fair Campaign Codes.

Copy Regulations

- The Times Observer reserves the right to edit, alter, or reject any advertisement.
- The Times Observer is not responsible for orders, cancellations or corrections given over the telephone. Written confirmation of orders, cancellations or corrections must be received prior to publication.
- The Times Observer reserves the right to identify copy with the word "advertisement."
- Position is not guaranteed. However, the Times Observer will make an effort to accommodate an advertiser's wishes. Guaranteed position will be charged 25% additional.
- Political advertisements must contain a "Paid by..." acknowledgment.
- For the value received, advertisers hereby assign the Times Observer all rights, title and interest, including copyright interest, to all layouts of the advertisements placed in said newspaper which represent the creative effort of the newspaper and/or utilization of its own illustrations, labor, composition or material.
- Inaccurate rates on insertion orders will be treated as clerical errors and advertisers will be charged at the applicable rate in effect at the time of publication.
- If an advertisement is set but not published the advertiser may be charged at 50% of the ad's earned rate.
- Ads more than 19 inches deep will be charged full page depth, a total of 21 1/4 inches.
- Minimum depth for any advertisement is 1 inch.

IN PRINT

Newspapers Add Value for Advertisers.

The measure of a medium should include its ability to reach both wide and targeted audiences, as well as its impact on consumer buying decisions and product usage. A medium should also meet the high expectations consumers place on it for various qualities and usefulness, thus increasing its advertising effectiveness. Advertisers striving for an effective media mix should know that the newspaper can deliver strength to marketing strategies.

The newspaper continues to reach shoppers effectively when they're in the market for a broad range of products and services. As a portable and convenient source of advertising information, it helps consumers decide where to shop and what to buy.

Universal coverage and utility are the driving forces behind newspapers. And that is why, They Add Value for Advertisers!

Highlights

Strength of Newspapers

- 49 percent of adults read a newspaper on an average weekday.
- 56 percent of adults read a newspaper on an average Sunday.
- 69 percent of adults read a daily newspaper in the past 5 days.
- 71 percent of adults read a Sunday newspaper in the past month.
- Customers for many products and services are also the heaviest newspaper readers.
- Newspaper sections provide advertisers with unique targeting opportunities.
- The newspaper is the most used advertising source for coupons.
- The newspaper is the most frequently used advertising medium.

Newspaper Readership.

Universal Coverage

The newspaper reaches 49 percent of adults in the U.S. on an average day. This reach increases significantly over 5 weekdays and over 4 Sundays.

Source: Scarborough Research, 2006 Release 2(Top 50 Market Report)

Advertising That Works

Key Benefits

Newspaper offers advertisers significant benefits:

- Small space ads that can be scattered throughout the issue simultaneously to attract the greatest number of different readers at once.
- Continuity schedules that build reach over time.
- Schedules that reinforce an advertiser's key selling season.
- Blockbuster spreads that command immediate attention.
- Weekend magazines or free-standing inserts to compliment the regular newspaper buy.
- Detailed, up-to-date information that enables consumers to make informed buying decisions.

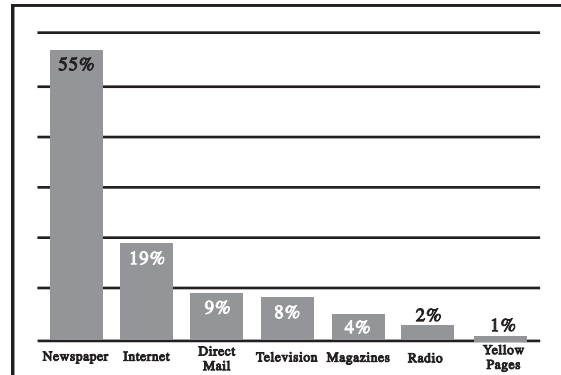
Source: Scarborough Research, 2006 Release 2(Top 50 Market Report)

Newspaper Advertising

Most Frequently Used Ad Medium

A key indicator of advertising "wantedness" is where consumers choose to go when the purpose is to gather information for shopping. More than half of adults said they use newspapers most of the time for checking ads for things they might want to buy.

ADVERTISING MEDIUM USED MOST OF THE TIME-PERCENTAGE OF ADULTS



Source: NAA's 2006 Consumer Usage of Newspaper Advertising, conducted by Mori Research

Recent Media Usage

More than half of consumers used newspapers in the past seven days to help plan shopping or make purchasing decisions, as did 71 percent over the past 30 days.

Newspapers remain well ahead of other media on these measures of recent usage for shopping.

ADVERTISING MEDIUM USED MOST RECENTLY PAST 30 DAYS PAST 7 DAYS

Advertising Medium	Past 30 Days	Past 7 Days
Newspapers	71%	53%
Internet	45	27
Television	42	15
Direct Mailing	39	20
Magazines	31	9
Yellow Pages	21	6
Radio	19	5
Billboards	6	1

Source: NAA's 2006 Consumer Usage of Newspaper Advertising, conducted by Mori Research

Newspaper Readership Targeting Opportunities

The newspaper provides readers with a rich editorial environment and various sections suited to their individual interests. Advertisers can place their messages where they will have the highest likelihood of being read and acted upon by their target audience.

ONLINE

www.timesobserver.com

- All local news
- All local obituaries
- All local sports
- All local community news

Internet Advertising That Delivers

- 50,037 Unique Visitors
- 135,187 Visits
- 664,278 Page views
- 4.91 Page views per visit

Source: Google Analytics, 30 day period Nov. 15, 2011 to Nov. 15, 2011

RETAIL RATES

OPEN RATE - ROP **\$19.09 PCI**

BULK ANNUAL RATES

ANNUAL INCHES	RATE PER INCH
100	\$17.02
200	\$16.97
300	\$16.75
500	\$16.33
900	\$15.96
1200	\$15.54
1800	\$15.17
2500	\$14.90
3500	\$14.63
7000	\$13.39

To qualify for bulk rates, account balances must be paid within terms.

CHARITY & CARD OF THANKS **\$16.70 PCI**

REPEAT DISCOUNTS

Advertisements that run at regular rates and repeat with no copy changes within the next six publishing days will receive the following discounts.

Second Run, 25% off; Third - Sixth Runs, 30% off.

Discounts may not be combined with any other offer.

COLOR RATES

1 COLOR PLUS BLACK	\$130
2 COLORS PLUS BLACK	\$190
PROCESS COLOR PLUS BLACK	\$275

COLOR OF THE DAY **\$6.25 PER COLUMN INCH,**
BASED ON AVAILABILITY.

\$25.00 minimum. Placement based on availability

TMC EXPRESS RATES

Total Market Coverage - Saturday delivery to approximately 3,000 non-subscriber households.

OPEN RATE **\$4.25 PCI**

PICK UP FROM TIMES OBSERVER **\$2.25 PCI**

Preprints: Cost Per Thousand from the Times Observer apply.

BRAND BUILDERS PACKAGES



Brand Builders advertising was created to assist businesses in gaining market share by increasing their name awareness. A branding program as low as \$19/day, 3 times a week for 52 weeks, results in 3,900,000 selling impressions. Other programs available, call for details

DEADLINES

DISPLAY ADS

Publication Day	Copy Deadline
Monday	Thursday 3 p.m
Tuesday	Friday 3 p.m
Wednesday	Monday 3 p.m
Thursday	Tuesday 3 p.m
Friday	Wednesday 3 p.m
Saturday	Thursday 1 p.m
TMC	Tuesday 1 p.m
TV Book	Friday 1 p.m

* Holiday Deadlines will vary from above deadlines. Ask your Times Observer Advertising Consultant.

MECHANICAL REQUIREMENTS

Printing process: 110 line screen preferred for photographs or screened artwork.

Retail

Width of Column.....	1 1/2 inches	(1.583")
Depth of Column.....	21 1/4 inches	(21.25")
Columns Per Page.....	6	
Column Inches Per Page.....	127.5	
Column Widths:		
1 column.....	1 1/2 inches	(1.583")
2 columns.....	3 1/4 inches	(3.267")
3 columns.....	5 inches	(4.950")
4 columns.....	6 5/8 inches	(6.633")
5 columns.....	8 1/4 inches	(8.317")
6 columns.....	10 inches	(10.000")

Tabloid

Width of Column.....	1.583 inches
Depth of Column.....	9.500 inches
Columns Per Page.....	6
Column Inches Per Page.....	57

Double Truck (Standard)*

Width of Ad.....	21 inches (21.000")
Depth of Column.....	21 1/4 inches (21.25")

* The gutter is billed as a full column. Therefore, a full double truck is billed at 13 columns x 21 1/4 inches depth or 276.25 column inches.

Double Truck (Tabloid)*

Width of Ad.....	20.72 inches
Depth of Column.....	9.500 inches

* The gutter is billed as a full column. Therefore, a full double truck is billed at 13 columns x 9.5 inches depth or 123.50 column inches.

PREPRINT RATES, FREQUENCY DISCOUNTS

Full Run	Open	12x	26x	52x	75x	100x
2pp	\$44	\$42	\$40	\$38	\$36	\$34
4 - 24pp	\$56	\$51	\$48	\$44	\$42	\$40
26+pp	\$58	\$57	\$55	\$52	\$50	\$48

8,000 - 10,000	Open	12x	26x	52x	75x	100x
2pp	\$46	\$44	\$42	\$40	\$38	\$36
4 - 24pp	\$56	\$53	\$50	\$46	\$44	\$42
26+pp	\$60	\$59	\$57	\$54	\$52	\$50

4,000 - 7,999	Open	12x	26x	52x	75x	100x
2pp	\$48	\$46	\$44	\$42	\$40	\$38
4 - 24pp	\$58	\$55	\$52	\$48	\$46	\$44
26+pp	\$62	\$61	\$59	\$56	\$54	\$52

< 4,000	Open	12x	26x	52x	75x	100x
2pp	\$50	\$48	\$46	\$44	\$42	\$40
4 - 24pp	\$60	\$57	\$54	\$50	\$48	\$46
26+pp	\$64	\$63	\$61	\$58	\$56	\$54

PREPRINTED POLYBAGS \$95 / CPM - Call for details

Broadsheet preprinted insert pages count as two tabloid pages.

TMC priced at newspaper rate.

A minimum charge of \$200 per insertion will apply.

To qualify for preprint frequency rates, account balances must be paid within terms.

Inserts should be delivered to: Times Observer, c/o The Post Journal, 15 West First Street, Jamestown, NY 14701 between 9 a.m. and 5 p.m., Monday through Friday at least five publishing days prior to insertion.

CLASSIFIED RATES

OPEN \$14.21 PCI

CONSECUTIVE INSERTION OPEN LINE RATES*

3 Days.....\$2.17
 4 - 6 Days.....\$2.09
 7- 23 Days.....\$1.80
 24 Days or More.....\$1.60

* 4 line minimum per insertion.

EMPLOYMENT RATES

OPEN EMPLOYMENT DISPLAY RATES

1 - 2 Days.....\$18.80 pci
 3 Days (consecutive run.....\$17.82 pci

CONTRACT EMPLOYMENT DISPLAY RATES

Annual Levels	Rates
\$2,000	\$16.27 pci / \$1.63 per line
\$5,000	\$15.86 pci / \$1.59 per line
\$10,000	\$15.55 pci / \$1.56 per line
\$15,000	\$15.34 pci / \$1.53 per line

MONSTER EMPLOYMENT VERTICAL

Jobs.timesobserver.com

The Times Observer has partnered with Monster.com to offer you a more comprehensive suite of print and online recruitment solutions.

Jobs.timesobserver.com will offer a regional site, chautauquaNYjobs.com that will be shared by The Post Journal (Jamestown, NY), The Observer (Dunkirk, NY), and The Westfield Republican (Westfield, NY). This will create the most locally centered job site anywhere on the web and this alliance with Monster will have a positive effect on your recruitment efforts.

As a result of this partnership, you will receive access to several new online solutions, including the Career Ad Network (CAN), Monster's vast resume database and industry-best talent-matching technology and Monster Match, which is designed to help you find the right candidates quickly and easily. Also online postings now have no limit on text, so you can be sure to offer online job seekers complete information on their postings.

Job seekers will also benefit as a result on this partnership, as it will now be easier than ever to search for, find and apply to these opportunities. New career tools, such as resume management, and career advice from industry experts also be available.

MONSTER VERTICAL PRICING

	7 days	14 days	30 days
Line Ads:	\$30	\$50	\$80
Display Ads:	\$65	\$120	\$195

* in combination with a print ad in the newspaper

Available Features:

Bold - job will appear in bold within the search results, increasing visibility
Refresh - automatically brings a 30 day job listing to the top of the results page after 14 days

Monster Match - a service that matches job seekers with employers and their job listing by hand; a job seeker can complete a skills based profile or have a Monster resume and recruitment professional will match their credentials to local job opportunities and email 3 qualified candidates to that company

Diversity - reach nearly 27 million diverse professionals immediately by extending the posting to career sites of a number of membership associations
CAN -7, -14, -30 (Career Ad Network) - dynamically transforms the job posting into an online hiring ad and when they click on the ad; this is available for 7, 14 or 30 days.

Top Job - job will appear in a Top Jobs box on the jobs homepage as well as the homepage of all locations in that group

Recruiter Package:

Includes 30 days online, 30 day Career Ad Network, Top Job, & Refresh features

Line Ad: \$215.00 (a \$330.00 value!)
Display Ad: \$295.00 (a \$445.00 value!)

* in combination with a print ad in the newspaper

ANNUAL BULK CONTRACT RATES

Contract Level	Min. Lines	line/day
Level 1	1,000	\$1.23
Level 2	2,000	\$1.15
Level 3	4,000	\$1.07
Level 4	8,000	\$.98
Level 5	16,000	\$.92
Level 6	24,000	\$.85
Level 7	32,000	\$.79

Contract Display based on 10 Line/Column Inch

You may use your advertising in any combination of classified display and line advertising to fulfill your ad agreement requirement. The rate will be applied according to the annual level of commitment. Bulk contract rate not applicable to employment category.

CLASSIFIED DEADLINES

IN-COLUMN CLASSIFIED LINE ADS

Publication Day	Copy Deadline
Monday	Friday 5 p.m.
Tuesday	Monday 5 p.m.
Wednesday	Tuesday 5 p.m.
Thursday	Wednesday 5 p.m.
Friday	Thursday 5 p.m.
Saturday	Friday 5 p.m.

MECHANICAL REQUIREMENTS CLASSIFIED DISPLAY

Width of Column.....1 1/8 inches (1.163")
 Depth of Column.....21 1/4 inches (21.25")
 Columns Per Page.....8
 Column Inches Per Page.....170
 Column Widths:
 1 column.....1 1/8 inches (1.163")
 2 columns.....2 3/8 inches (2.425")
 3 columns.....3 5/8 inches (3.688")
 4 columns.....5 inches (4.950")
 5 columns.....6 1/8 inches (6.213")
 6 columns.....7 3/8 inches (7.475")
 7 columns.....8 5/8 inches (8.738")
 8 columns.....10 inches (10.000")

TV BOOK

• Special Rates apply. Ask your Times Observer Representative for details.

LEGAL DISPLAY

• Closing times same as display ads.
 • \$16.43 pci

PROOF OF PUBLICATION • \$15.00 EACH

SERVICE DIRECTORY

• Publishes daily in Classified - Monday - Saturday. Copy changes permitted weekly.

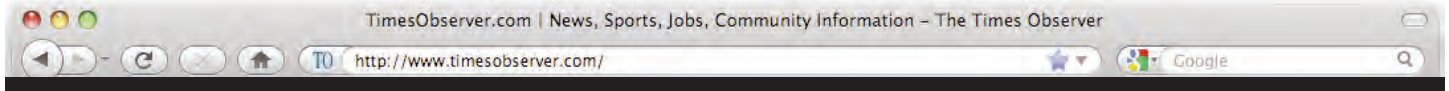
DEADLINE: Thursday, 11 am for following week

1-2 months (24 consecutive times min.).....\$6.70 pci
 3-5 months (72 consecutive times min.).....\$4.89 pci
 6-12 months (144 consecutive times min.).....\$3.55 pci

ELECTRONIC SUBMISSION REQUIREMENTS

ACCEPTABLE FILE TYPES

- Quark XPress 3.3 or 4.x documents with all supporting graphics and Macintosh fonts.
- Multi-Ad Creator 4.x & 6.x documents with all supporting graphics and Macintosh fonts.
- EPS files with all supporting Macintosh fonts.
- PDF files from Adobe Acrobat (version 4.0 compatible); all fonts MUST be embedded.
- Adobe Photoshop EPS and TIFF files at 220 ppi resolution.



TimesObserver.com advertising options: Ad pricing

Ad Rates

Costs, unless noted, are in CPM

		OPEN		GOLD 12 months or 120,000 impressions p/month		SILVER 6 months or 60,000 impressions		BRONZE 3 months or 30,000 impressions	
		ros	targeted	ros	targeted	ros	targeted	ros	targeted
Top	leaderboard	\$16	20	9	13	10	14	13	17
	leaderboard expanding	\$18	22	11	15	12	16	15	19
	leaderboard auto-exp	\$20	24	13	17	14	18	17	21
Right	Rectangle	\$16	20	9	13	10	14	13	17
	Half banners	\$8	12	4	8	5	9	6	10
	Weather	\$4		1		2		3	
Center	Banner	\$11	15	6	10	8	12	10	14
Left	Skyscraper	\$16	20	9	13	10	14	13	17

Others

Video ads on Home Page:	\$500 for 4 weeks (Advertiser supplies video)
Funeral home ad below obit:	\$20 per obit
Calendar sponsors: (b)	\$150 per month per calendar, 2/\$250
Print ad upsell: (b)	Stays up for seven days, rotates through ads, rate based on size of ad.
Square in right column:	Brand Builder component - 10 percent on top of contract, or \$50 per month. - ads rotate - ads appear every day
Online advertiser profile:	\$50 per month \$30 per month with 3 month advertising commitment \$15 per month with 6 month advertising commitment \$10 per month with one year advertising commitment

Gold Level	120,000 impressions per month (ie: leaderboard would be 120 x \$9 = \$1,080) A one year commitment would give the advertiser gold status without a minimum monthly impression commitment.
Silver Level	60,000 impressions per month (ie: leaderboard would be 60 x \$10 = \$600) A 6-month commitment would give the advertiser silver status without a minimum monthly impression commitment.
Bronze Level	30,000 impressions per month (ie: leaderboard would be 30 x \$13 = \$390) A 3-month commitment would give the advertiser bronze status without a minimum monthly impression commitment.

Sample packages

Leaderboard
104 x 90 pixels

10,000 impression
per month
Leaderboard

\$25 per week

Run of site ad with a silver package.
Add a profile page for just 50 cents per day.

Half Banner
234 x 60 pixels

25,000 impression
per month
Half banner

\$100 per month

Run of site ad with a gold package.
Add a profile page for just 50 cents per day.

Skyscraper
100 x 400 pixels

7,500 impression
per month
Skyscraper

\$18.75 per week

Run of site ad with a silver package.
Add a profile page for just 50 cents per day.

Print-to-web prices

Print ad size	fee
1"-10"	\$20
11-20	\$25
21-30	\$30
31-40	\$35
41-50	\$40
51-60	\$45
61-70	\$50
71-80	\$60
81-90	\$70
91-100	\$80
101-110	\$90
111-120+	\$100

Rates are for seven days

Labels for ad locations on the website screenshot:

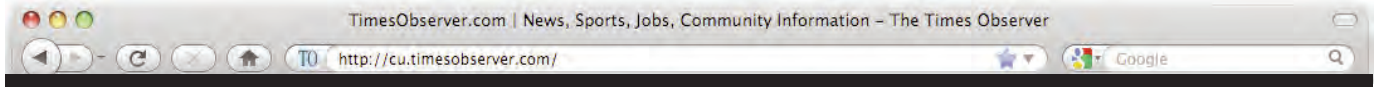
- Leaderboard
- Weather
- Video
- Large Rectangle
- Print-to-Web
- Skyscraper
- Brand Builders
- Full Banner
- Half Banner

Ad Locations

	leaderboard	Lg rect.	banner	half banner	skyscraper	Weather	Video	Print
Home page	YES	YES	YES	YES	no	YES	YES	YES
Category	YES	YES	no	YES	YES	YES	no	no
Sub-category	YES	YES	no	YES	YES	YES	no	no
Story level	YES	YES	no	YES	YES	YES	no	no

Special positions

- Brand Builders:** Small rectangle on the home page is reserved for Brand Builder ads.
- Calendars:** Each calendar will have the option of having a strip ad across the top.
- Online Advertiser Profile:** Profile page built with CMS template.
- Video:** Located on the left side of the home page. Plays commercial when page opens.
- Obit:** Special option that displays an ad at the bottom of individual obituaries.



TimesObserver.com advertising options: CU photo sharing site



Leaderboard

Skyscraper

Rectangle

Advertise on CU

Constantly updated, and home to thousands of photos, CU offers advertisers a great location from which to promote their goods and services. All ads on CU are Run of Site (ROS) allowing you to reach people viewing photos in a variety of subject areas. With thousands of photos in more than twenty categories, there is something for everyone in CU. Ads are priced by the impression, so you only pay for what the reader sees. With three sizes of ads we have a CU ad program to fit your budget and needs.

Ad Rates

Take your pick on either of the three ad sizes available on CU. The leaderboard, skyscraper and large rectangle are equally priced. Discounts are available for bulk purchases. All CU ads are sold Run of Site.

	OPEN	GOLD	SILVER	BRONZE
Rates	\$15	9	11	13

Gold Level 120,000 impressions per month (ie: leaderboard would be 120 x \$9 = \$1,080)

A one year commitment would give the advertiser gold status without a minimum monthly impression commitment.

Silver Level 60,000 impressions per month (ie: leaderboard would be 60 x \$10 = \$600)

A 6-month commitment would give the advertiser silver status without a minimum monthly impression commitment.

Bronze Level 30,000 impressions per month (ie: leaderboard would be 30 x \$13 = \$390)

A 3-month commitment would give the advertiser bronze status without a minimum monthly impression commitment.

CIRCULATION

9,633 Total Average Paid Circulation

Source: Audit Bureau of Circulation 24 month ending June 30, 2010







PERCENTAGE OF HOUSEHOLD COVERAGE

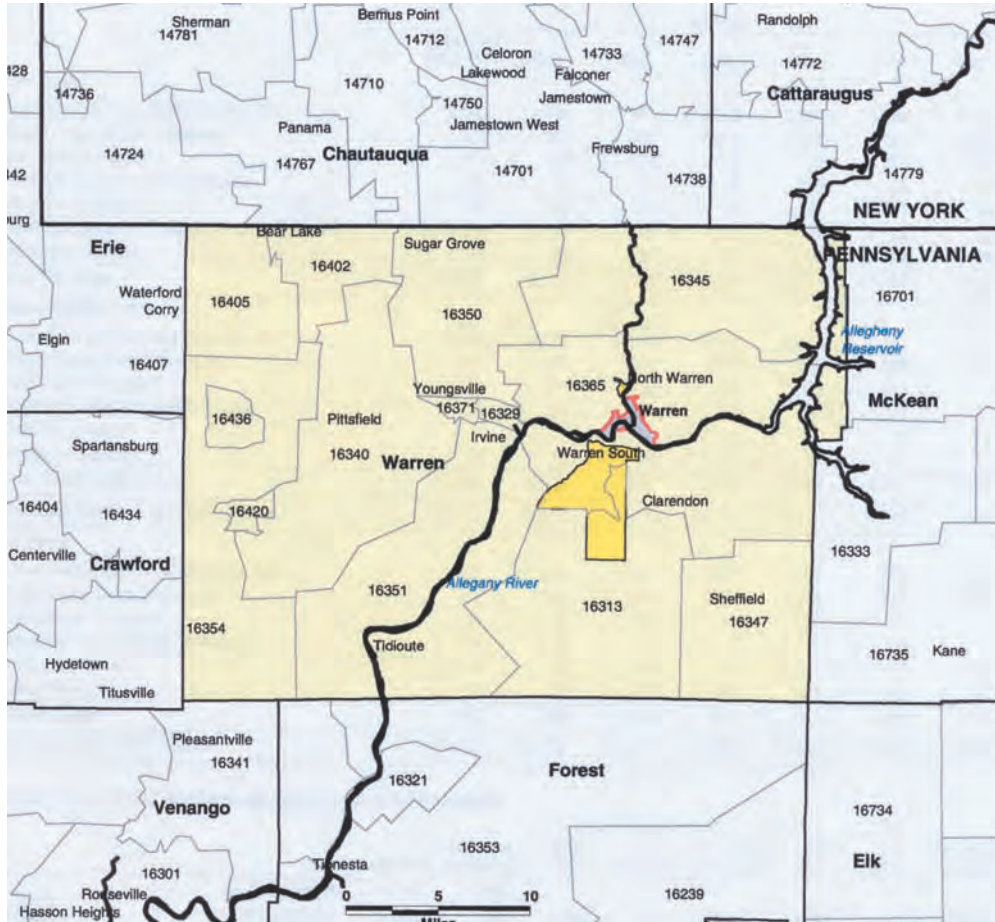
City Zone 62.2%

Total City & Retail Trading Zones 54.8%

Source: Audit Bureau of Circulation 24 month ending June 30, 2010

Legend

-  State Boundry
-  County Boundry
-  ZIP Code Boundry
-  Warren Corporate Limits
-  Balance of ABC City Zone
-  ABC Retail Trading Zone



Internet Terms

BROWSER: A program used to navigate the internet

URL: Uniform Resouce Locator

WEB URL: The address of a website

IP ADDRESS: (Internet Protocol Address) The assigned address of a computer. The number used to identify it.

SERVER/HOST SERVER: Computer where files are stored.

JPEG (Joint Photographic Experts Group): A form or type of picture file.

GIF (Graphic Interchange Format): A form or type of picture file

ANIMATED GIF: Animation created by combining multiple GIF images in one file. Allows the images to move like a small movie.

VISITS: The total number of visitors that come to our site via all sources

UNIQUE VISITORS: A unique IP address who has visited a website for the first time in a specific period.

PAGEVIEW: Request to load a single page. Same as an Impression.

AVERAGE PAGE VIEWS: Average of total Pageviews by visitors.

TIME ON SITE: Average of time spent by single visitor on site during a session.

NEW VISITS: When someone visits site for the first time.

DIRECT TRAFFIC: Vistis from people who clicked a bookmark (Favorite) to come to the site or typed site URL directly into their browser.

REFERRING SITES TRAFFIC: Shows visits from people clicked to site from another site.

SEARCH ENGINE TRAFFIC: Shows visits from search engine results page.

IMPRESSIONS: Number of times an ad is served or displayed on a page.

CLICK THROUGH: When a site visitor click on a link or banner/button ad.

SPECIAL SECTIONS, HIGHLIGHTS, CALENDAR 2012

JANUARY:



Community Handbook

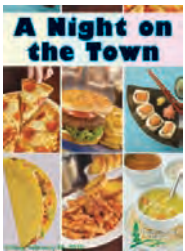
The area's most useful resource updated for 2012. Packaged in a handy, stitched format with a glossy cover, the Community Handbook's contents include current listings of demographics, population, health care, elected officials, service organizations and much more.



Bridal Tab

Cover each and every detail from caterers to travel agencies, stylists, and more with our 2012 Bridal Tab, now covering four local Bridal Shows in the Warren and Jamestown Areas.

FEBRUARY:



A Night On The Town

What's for dinner tonight? This dining directory gives you menus and more for dine-in or take-out at your favorite local restaurants and bars.

MARCH:



Progress Edition

2011 Edition - "Prosperity is Just Around the Corner" This is the perfect way to showcase your organization's place in our community. Ads and press releases identify your company's complete history, review of the past year, and plans for the future. This once a year opportunity enables you to publicly promote the pride you have in your business and your employees.



Medical Directory

Don't miss this reference directory of area Health Care Professionals and Related Business. This Publication is sure to be kept as a handy reference guide to Health Care Providers. Don't be left out of this Informative book!

APRIL:



Home Improvement

Our Spring Home Improvement issue is the perfect opportunity to let the consumers know right where to find you and what you have to offer for their spring projects.

MAY:



Golf Guide

Start the season off with a bang with this once a year special guide to area golf courses and accessories. This booklet is sure to be read by all golfers and members of their families looking for the perfect gift for them.



Lawn & Garden

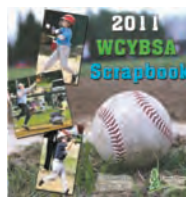
Our Lawn & Garden section is the perfect place to advertise your merchandise and services that homeowners will need to get those lawns, shrubs, and flower beds in shape! We will offer tips on what they'll need to make their landscaping beautiful.



Vacation Book

Your guide to events, dining, lodging, real estate, churches, golf courses, gymnasiums, wines & spirits, recreational equipment, hiking, boating, gifts, camping, swimming, horseback riding, canoeing, and much more.

JUNE:



Little League Tab

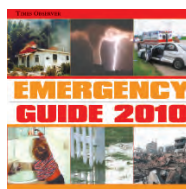
Many parents, friends, relatives, coaches & teachers who are your patrons will keep this special issue. Show your support for our area youth!

JULY:



Name These Places

A contest that offers big rewards, for the players and the sponsors. Each week for 6 weeks, we will publish a page with photographs of recognizable buildings or landmarks in Warren county. Players then identify each location to win.

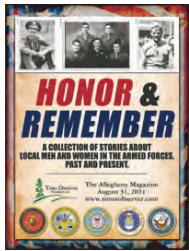


Emergency Guide

A reference guide for who to call and what to do in an emergency that is sure to be well read and kept in homes and offices through the year.

SPECIAL SECTIONS, HIGHLIGHTS, CALENDAR 2012

AUGUST:



Allegheny Magazine

If you do business in Warren County, you want to be part of our new annual magazine, "The Allegheny". The entire content is focused your neighbors, places and events in Warren County Pennsylvania!



Fall Sports

Show your support for our local high school students who work hard to make their squad the best around! Many parents, friends, relatives, coaches & teachers who are your patrons will keep this special issue.

SEPTEMBER:



Roughing the Pickers

This two page section publishes every Tuesday for the pro football season and features local sooths, a sooth column and a "Pick 10" contest.



Reader's Choice Winners

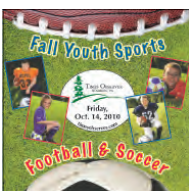
This is your opportunity to showcase your business and remind people why your business was voted "the best of", or to simply show your appreciation to those who have voted for you.

OCTOBER:



WCCBI Tab

Support your Chamber of Commerce, congratulate the award recipients, and advertise your own business in our annual Chamber of Commerce Tab.



Fall Youth Sports

Many parents, friends, relatives, coaches & teachers who are your patrons will keep this special issue. Show your support for our area youth!

OCTOBER:



Salute to Hometown Heroes

This section allows you to show your appreciation for the amount of dedication and time that our local firefighters and emergency response personnel provide in order to best protect the community. This "salute" also gives them a chance to share their history, present status, upcoming major events, and financial needs.

NOVEMBER:



Holiday Gift Guide

Our kickoff to the holiday season. This tab gives shopping ideas and tips & decorating helpful hints. This section is the perfect way to get your message out early to all those holiday shoppers.



Winter Sports

Show your support for our local high school students who work hard to make their squad the best around! Many parents, friends, relatives, coaches & teachers who are your patrons will keep this special issue.

MONTHLY PRODUCTS



Silver Magazine

Our 55+ magazine is for those adults in the prime of their lives. Silver features local writers covering topics on financial planning, preparing for the future & much more. This magazine will be into The Post Journal and Times Observer each month.



Super Saver

A booklet of great businesses and their savings certificates will be available in The Post-Journal, Observer and Times-Observer the fourth weekend of every month. This is your opportunity to target almost 50,000 subscribers, bringing them into your business to shop locally!

WEEKLY PRODUCTS



Select TV - Fridays

Our TV Magazine contains a week's worth of program listings for dozens of broadcast and cable channels with advertising space on every spread!

SPECIAL SECTIONS CALENDAR 2012

JANUARY

Community Handbook
Bridal Tab
Silver
Super Saver

FEBRUARY

Valentine's Day*
Silver
Super Saver
Blizzard
Super Bowl

MARCH

Silver
Coupon Book
Progress Edition
Super Saver
Medical Directory

APRIL

Silver
Pirate Schedule
Spring Home Improvement
& Automotive Care
Super Saver
Spring Sports
Earth Day
Turkey/Fishing

MAY

Golf Guide
Lawn & Garden
Silver
Vacation Book
Super Saver
Mother's Day*
Gus Macker

JUNE

Graduation Section
Silver
Consumer "How To" Guide
Sizzler
Warren County Little League
Fair Premium Book
Super Saver
Discover Warren
Father's Day*
What the Flag Means To Me

JULY

Warren County Fair

JULY (Continued)

Scouting
Silver
Senior Life Styles
Super Saver
Readers Choice Nominations

AUGUST

School Calendar
Silver
Success Pages
Allegheny Magazine
Super Saver
Fall Sports
NFL Player Pages
NFL Preview*

SEPTEMBER

Roughing the Pickers
Coupon Book
Silver
Fall Youth Sports Tab
Fall Home Improvement
& Automotive Care
Super Saver
Readers Choice Winners

OCTOBER

Silver
Super Saver
Customer Appreciation
Halloween*
WCCBI Tab
Name These Places
Salute to Hometown Heroes

NOVEMBER

Silver
Holiday Joy
Thanksgiving Wrappers
Black Friday Wrapping Paper
Coupon Book
Super Saver
Winter Sports
Draw An Ad

DECEMBER

Gift Wrap
Silver
Cookbook
Letters To Santa
2013 Calendar
Super Saver