

OWNLOCAL



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Jeremy Mims

Co-Founder

OwnLocal

j@ownlocal.com

Automated digital
advertising for local media.

OwnLocal automatically creates digital marketing campaigns from content trapped inside traditional ads.

We had more than
150,000 campaigns last
month.

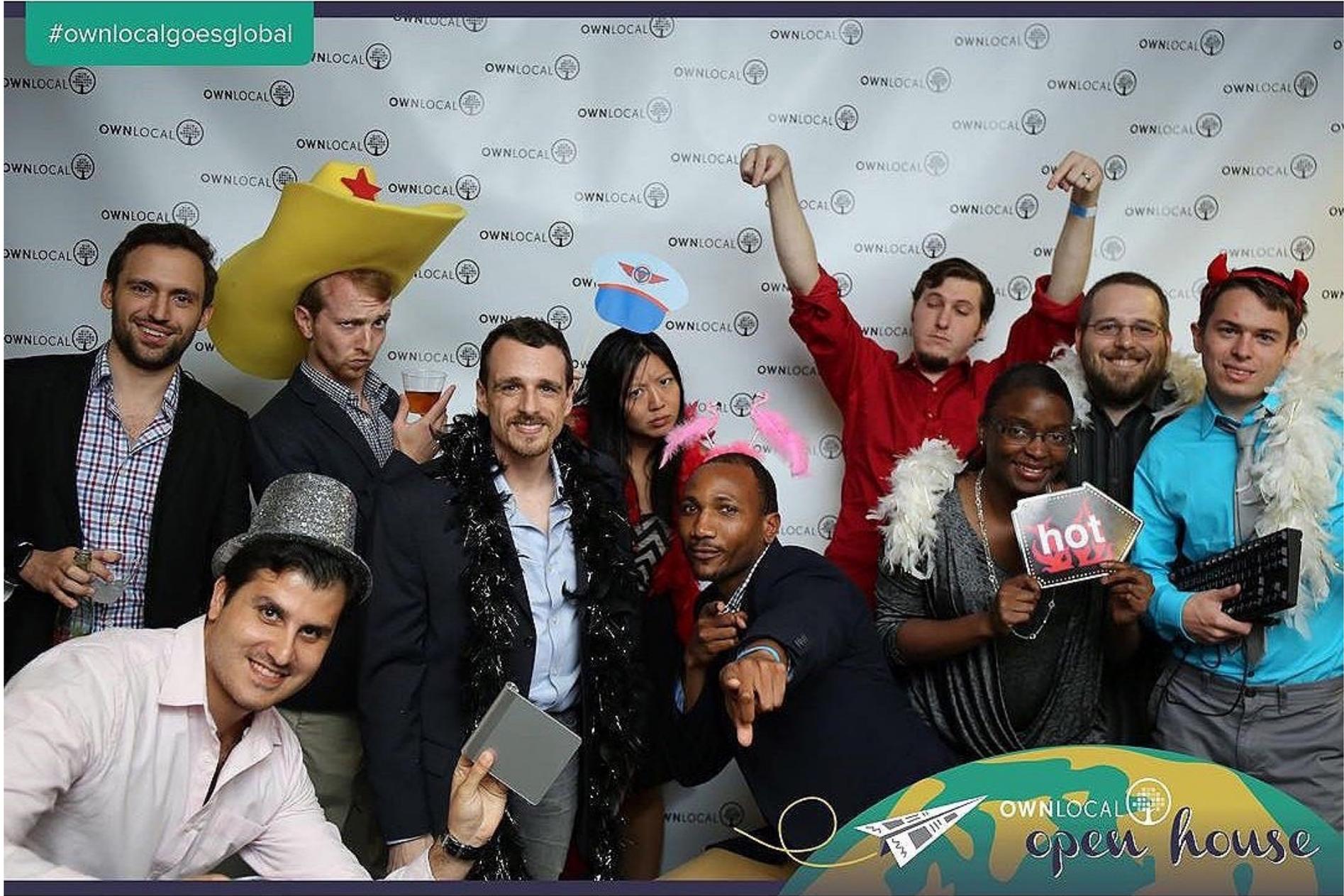
We're located in
Austin, TX...



OWNLOCAL 

but no place in Austin is
more fun to work at than
OwnLocal

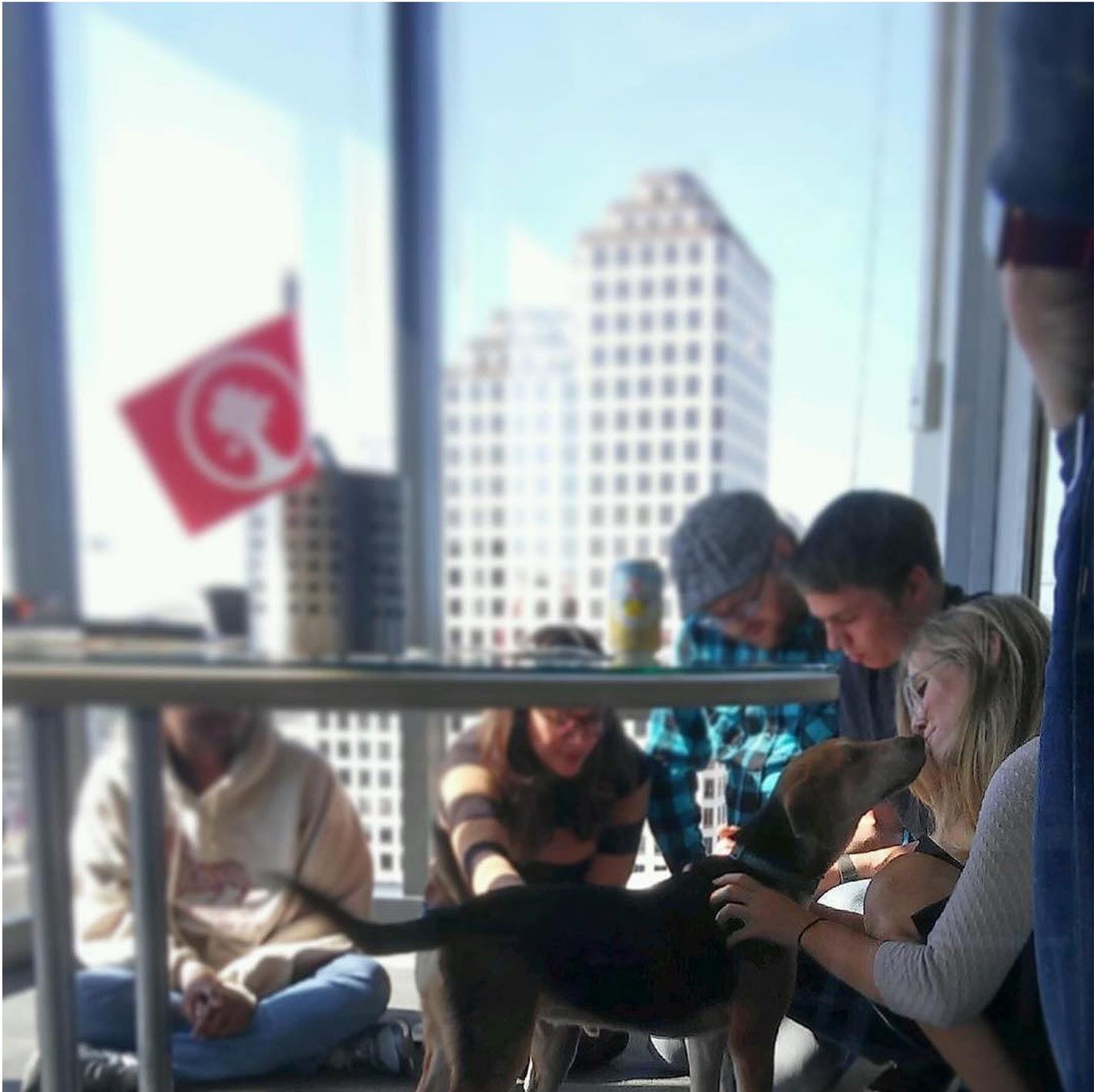
#ownlocalgoesglobal

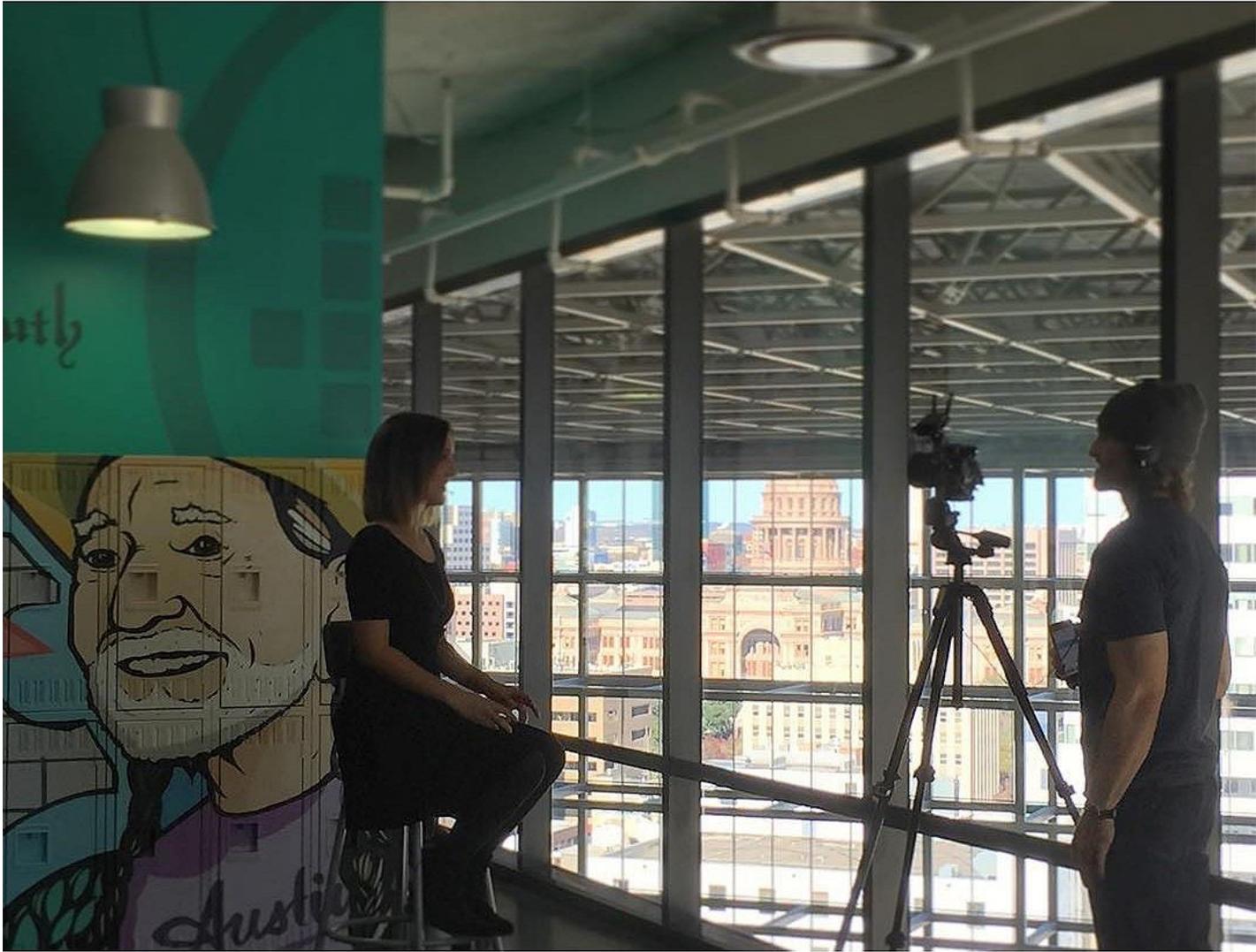


OWNLOCAL
open house







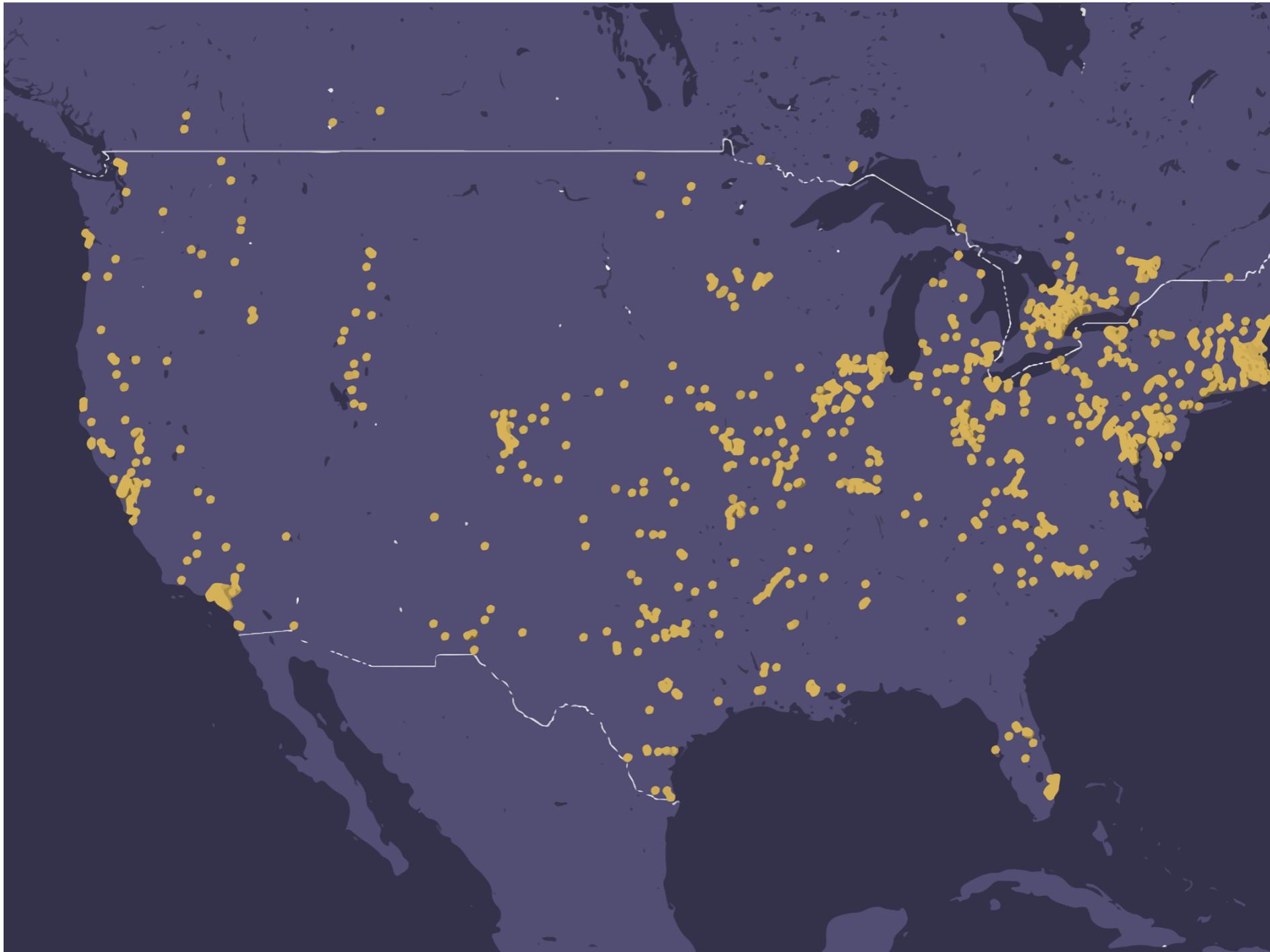


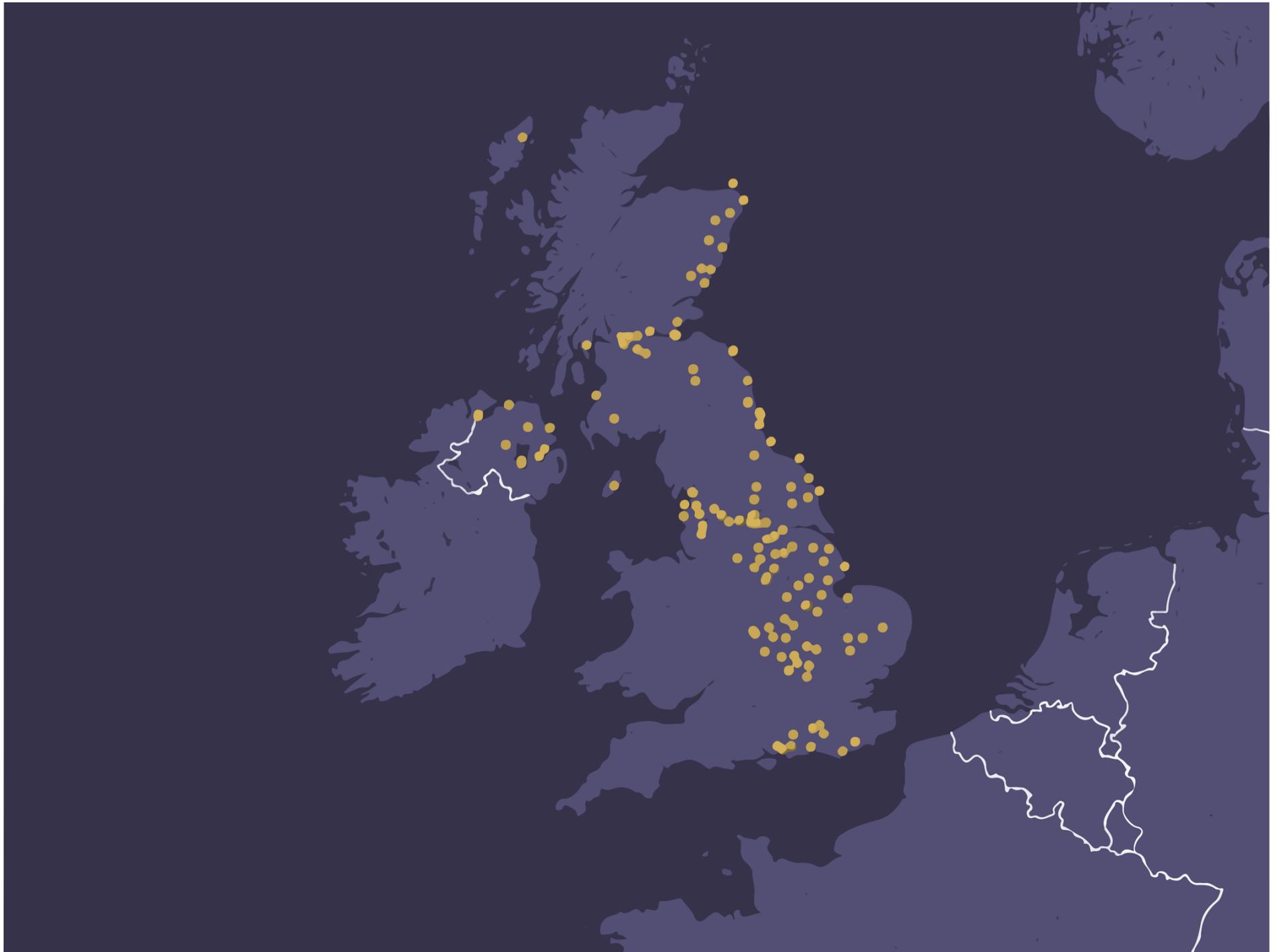




And from pretty humble
beginnings, we've grown
quite a bit.

Today, OwnLocal works with more than 2,500 local media companies all across America and around the world.







We're the foundation of a
successful digital agency
strategy.

We specialize in converting
all your legacy customers
into digital customers.

**Make your
Dumb Media Kit... Smart.**

A long time ago in a galaxy far,
far away.....

Newspapers were really
really good at making
money.

That's because we
were monopolies.

MONOPOLY



COLLECT
£200 SALARY
AS YOU PASS

GO



INCOME
TAX

WHITECHAPEL
ROAD

COMMUNITY
CHEST

OLD KENT
ROAD

£60

SUPER
TAX

MAYFAIR

£400

PARK
LANE

PAY £100

CHANCE

It's not because we were
really good at selling things.

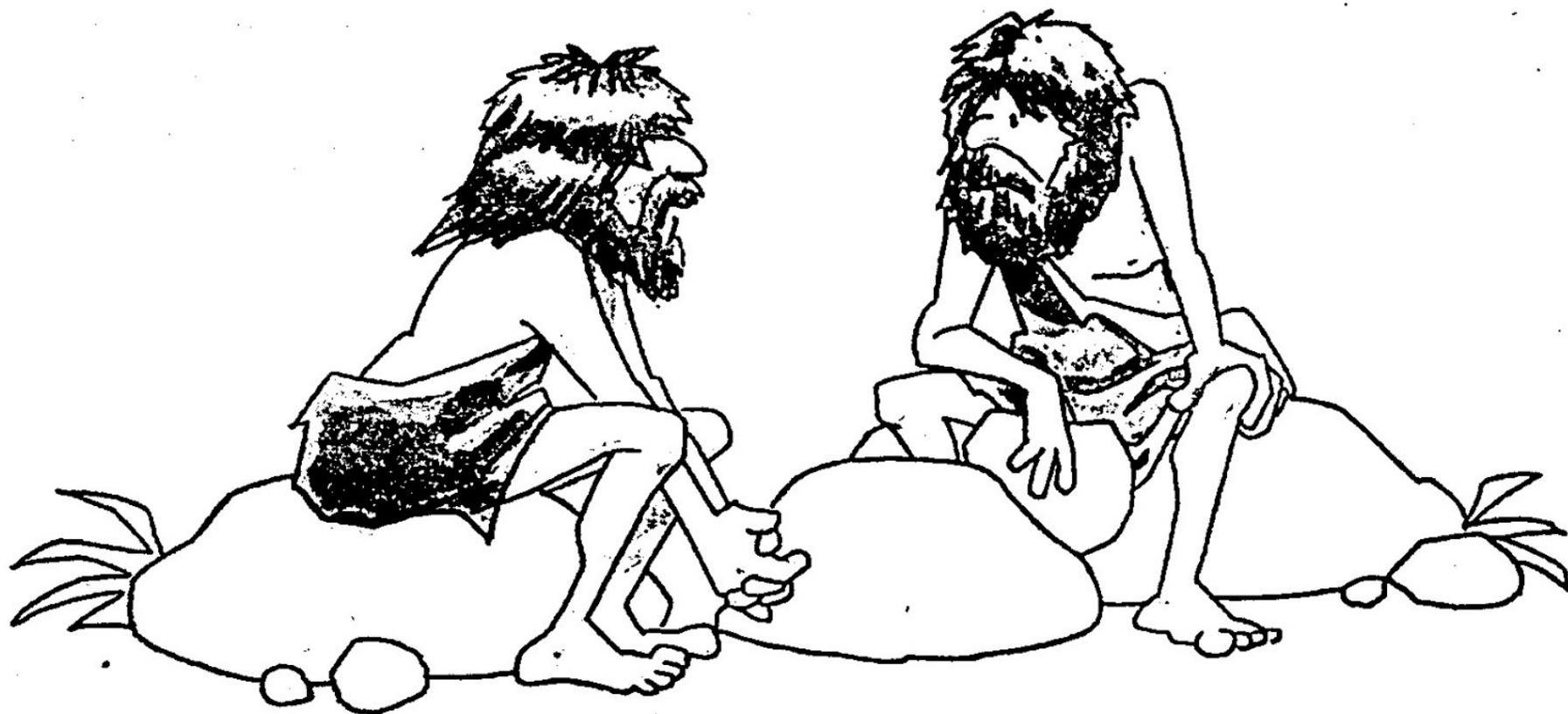
That was a byproduct
of market dominance.



As we lost our leadership, we didn't always identify what could make us successful.

In fact, today, most organizations are heavily focused on retaining old accounts...

Instead of finding new
ones.



"I'm a hunter, but I've been cross-trained as a gatherer."

Really, most of our sales
people function like account
managers.

You need both.

Now, let me show you the way most advertisers are introduced to you.

Now, I'm not picking
on anyone here.

I think we've all been
guilty of this.

And the truth is, we need the truth now more than ever.

**Someone gets to
your website...**

New Haven Register: Break x
www.nhregister.com

Media Markt

Weather Traffic Markets

NEW HAVEN REGISTER

Search Go
Autos | Real Estate | Jobs

News Sports Business Entertainment Lifestyle Obituaries Opinion Photos Marketplace Tools

HOT TOPICS: Heroin in CT Senior Spotlight Crime How to reach us Corrections Blogs Register Fresh Air Fund Connecticut Magazine

BREAKING NEWS

Valderrama joins 'NCIS' as 'loose cannon' agent
8 MINS AGO

Food truck festival kicks off Hamden summer events
38 MINS AGO

Authorities stop apparent gang hit outside Bridgeport court
1 HR AGO

Teen charged in connection with Hartford school threat
1 HR AGO

Obama embraces Orlando families, appeals for gun controls
2 HRS AGO

New Haven police union to move forward with 'no confidence' vote on Esserman



NEW HAVEN >> The police union will move forward with a "no confidence" vote on Police Chief Dean Esserman, after meeting Wednesday to discuss their concerns. ... 1 HR AGO



ING DiBa
Autokredit
ohne Gebühren
Jetzt berechnen >

Now, maybe I'm interested
in advertising...

But where do I go?

www.nhregister.com

Hier geht's zu den Geburtstags-Angeboten! Jetzt ansehen > MediaMarkt

Weather Traffic Markets

NEW HAVEN REGISTER

Search Go

Autos | Real Estate | Jobs

News Sports Business Entertainment Lifestyle Obituaries Opinion Photos Marketplace Tools

HOT TOPICS: Heroin in CT Senior Spotlight Crime How to reach us Corrections Blogs Register Fresh Air Fund

BREAKING NEWS

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Obama embraces Orlando families, appeals for gun controls

New Haven police union to move forward with 'no confidence' vote on Esserman



NEW HAVEN >> The police union will move forward with a "no confidence" vote on Police Chief Dean Esserman, after meeting Wednesday to discuss their concerns. ... 1 HR AGO

www.nhregister.com

Advertisement: Jetzt berechnen >

Tools dropdown menu:

- Advertise With Us
- Submit Comments
- Work for Us
- Order Photo Reprints
- Contests
- Comment Policy
- Subscribe
- Manage Your Subscription
- Newsstand Locations
- E-Paper
- Mobile
- Text Alerts
- Email Newsletter Sign up
- Manage Email Newsletters
- RSS
- Newspapers in Education
- Gasbuddy

Ok, we found it.

Advertise with Us

www.nhregister.com/advertise

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BIS ZU € 240 & SPAREN

Weather Traffic Markets

NEW HAVEN REGISTER
ADVERTISE WITH US

Search Go

Autos | Real Estate | Jobs

News Sports Business Entertainment Lifestyle Obituaries Opinion Photos Marketplace Tools

Home Advertise With Us

Advertise with Us

Please contact Elliott Huron, 203-680-9924, for more information.

COLE HAAN
OUTLET



UP TO
60%
off
VALUE*

SHOP NOW



*SEE SITE FOR DETAILS

MOST POPULAR

Hm. I guess we'll call
Elliott.



Or maybe you've got a
page like this:

Advertise With Us!

To Place an Ad

Lauren Koch - lkoch@dailyitem.com

570-286-5671 - ext. 450

To Place a Classified Ad

Carla Treon - ctreon@dailyitem.com

570-286-5671 - ext. 365

Advertising Director

Patty Bennett - pbennett@dailyitem.com

570-286-5671 - ext. 467

Advertising Team Leaders

Brad Baylor - bbaylor@dailyitem.com

570-286-5671 - ext. 362

Elizabeth Knauer - eknauer@dailyitem.com

570-286-5671 - ext. 208

Advertising Marketing Manager

Lori Seebold - lseebold@dailyitem.com

570-286-5671 - ext. 347

Website Advertising

Bruce Burkhart - bburkhart@dailyitem.com

570-286-5671 - ext. 451

Main Office - Sunbury

P.O. Box 607, Sunbury, PA 17801

200 Market Street, Sunbury, PA 17801

Switchboard: 570.286.5671

Fax: 570.988.5348

Toll Free: 800.792.2303

Danville

The Danville News

345 Mill Street, Danville, PA 17821

Office: 570.275.3235

Fax: 570.275.7624

2016 Rate Card is located at: <http://dailyitem.org/pdf/2016.pdf>

And if I want to see
what I'm buying?

I'm probably going to see
something that looks like
this...

The Daily Item

More for You!

RETAIL ADVERTISING

RETAIL DISPLAY ADVERTISING	Contract Level	OPEN RATE		\$27.00	\$30.00	Insert Rate Level
		Total Expenditure	Discount	Daily Rate	Sunday Rate	
	1	\$2,500	30%	\$18.90	\$21.00	1
2	\$5,000	31%	\$18.63	\$20.70	1	
3	\$10,000	33%	\$18.09	\$20.10	2	
4	\$15,000	35%	\$17.55	\$19.50	3	
5	\$20,000	36%	\$17.28	\$19.20	3	
6	\$30,000	38%	\$16.74	\$18.60	4	
7	\$50,000	40%	\$16.20	\$18.00	5	

Pick up any ad from The Daily Item and run it in The Danville News for \$3.00 per column inch.

DISCOUNTS: R.O.P. REPEAT RATES

Any size ad: 25% off second insertion, 50% off third insertion. Same week, Sunday through Saturday. Discounts applied to weekdays only.

SPECIAL CLASSIFICATION RATES

Political Advertising

Advertiser may qualify for any of the published rates but ads must be paid in advance.

Retail Nonprofit & Community Service Advertising

\$9.00 per inch Monday - Saturday; \$10.00 per inch Sunday.

(Rate for advertisers who have service projects that can benefit our readers and our community)

EXPANDED MARKET COVERAGE

The Weekly Item ... published on Fridays, offers the opportunity to reach 50,000 readers.

Weekly Item Pre-print Rates

# Pgs	Level 1	Level 2	Level 3	Level 4	Level 5
1 Sheet	\$64.09	\$58.77	\$57.46	\$53.23	\$50.65
4	\$76.14	\$70.77	\$68.11	\$59.73	\$57.07
8	\$78.80	\$72.12	\$69.50	\$61.04	\$58.38
12	\$81.46	\$74.78	\$72.12	\$63.57	\$61.04
16	\$84.16	\$77.49	\$74.78	\$64.88	\$63.57
20	\$86.82	\$80.11	\$77.49	\$66.19	\$64.88
24	\$89.44	\$82.81	\$80.11	\$67.54	\$66.19

The short-term frequency plan, called "HIGH IMPACT AD BLAST"

...requires 6 insertions within 2 weeks.

Any size ad, no copy changes.

Limit 1 BLAST per advertiser, per month.

2 rate levels -contract & non-contract advertisers.

CONTRACT	
Monday-Saturday	Sunday
\$8.50	\$10.00

6 INSERTIONS WITHIN 2 WEEKS

Tearsheets are not available for "High Impact Ad Blast" ads.

Contact your sales representative for more information on our frequency plans.

COLOR RATES

Color-by-the-inch rates: One color: \$2.00; Process color: \$2.50 Minimum Charge \$50.00

*Thanksgiving Day advertising will be charged at the Sunday rate.

RATE CARD - PRINT

SUNDAY REACH

1x - 219,671 readers

4x - 284,445 readers



RATES PER COLUMN INCH

	M-W	TH-SAT	SUN/HOLIDAYS
OPEN	\$58	\$60	\$65
\$5,000	\$50	\$53	\$55
\$10,000	\$48	\$51	\$54
\$15,000	\$40	\$45	\$49
\$30,000	\$38	\$42	\$47
\$50,000	\$36	\$40	\$45
\$75,000	\$33	\$35	\$42

COLOR: Additional 35% of total ad cost. Minimum charge \$100. Maximum charge \$650.

REPEAT DISCOUNT: Within 6 days with no copy changes. 2nd run 25% off, 3rd run 35% off, 4th-6th run 50% off

FRONT PAGE STRIP: Main News/A1: Open \$1,050, 13x \$750; Other Sections: Open \$750, 13x \$575 (6colx2")

NON PROFIT: Rate at \$75,000 level

DEADLINES

PUBLICATION DAY:	SPACE DEADLINE:
Monday/Tuesday	Thursday 5pm
Wednesday	Friday 5pm
Thursday	Monday 5pm
Friday - Time Out	Monday 5pm
Friday	Tuesday 5pm
Saturday/Sunday	Wednesday 5pm

VENTURA COUNTY
STAR | vcstar.com

Source: Scarborough, R2, 2013

Updated 9/26/14

Ventura County Star | 550 Camarillo Center Drive | Camarillo, CA 93010

805.437.0000

The Guardian

Tabloid - Modular Display Sizes and Rates

1 Module Wide

Code	T 8 1	T 6 1	T 4 1	T 3 1	T 2 1	T 1 1
Specs (mm)	374x63	280x63	187x63	140x63	93x63	46x63
Friday Price	\$384.00	\$288.00	\$192.00	\$144.00	\$96.00	\$48.00
Monday, Wednesday Price	\$376.00	\$282.00	\$188.00	\$141.00	\$94.00	\$47.00

2 Module Wide

Code	T 8 2	T 6 2	T 4 2	T 3 2	T 2 2	T 1 2
Specs (mm)	374x129	280x129	187x129	140x129	93x129	46x129
Friday Price	\$768.00	\$576.00	\$384.00	\$288.00	\$192.00	\$96.00
Monday, Wednesday Price	\$752.00	\$564.00	\$376.00	\$282.00	\$188.00	\$94.00

3 Module Wide

Code	T 8 3	T 6 3	T 4 3	T 3 3	T 2 3	T 1 3
Specs (mm)	374x194	280x194	187x194	140x194	93x194	46x194
Friday Price	\$1,152.00	\$864.00	\$576.00	\$432.00	\$288.00	\$144.00
Monday, Wednesday Price	\$1,128.00	\$846.00	\$564.00	\$423.00	\$282.00	\$141.00

4 Module Wide

Code	T 8 4	T 6 4	T 4 4	T 3 4	T 2 4	T 1 4
Specs (mm)	374x260	280x260	187x260	140x260	93x260	46x260
Friday Price	\$1,536.00	\$1,152.00	\$768.00	\$576.00	\$384.00	\$192.00
Monday, Wednesday Price	\$1,504.00	\$1,128.00	\$752.00	\$564.00	\$376.00	\$188.00

8 Module Wide

Code	T 8 8
Specs (mm)	374x550
Friday Price	\$3,072.00
Monday, Wednesday Price	\$3,008.00

Further Information

- Colour rates apply
- Yearly spend discounts can apply
- Rates effective January 1, 2016
- GST of 10% added to final price

2016 ADVERTISING RATE CARD



05.17.16

NATIONAL CIRCULATION RATES

Ad Size	MON - THUR		FRI	
	Color	Color	B&W	B&W
Spread	\$398,000	\$485,200	\$251,200	\$306,600
1/2 Spread	\$259,000	\$316,000	\$163,000	\$199,200
Full Page	\$199,000	\$242,600	\$125,600	\$153,300
2/3 Page	\$159,300	\$194,400	\$100,300	\$122,300
1/2 Page	\$129,500	\$158,000	\$81,500	\$99,600
1/3 Page	\$100,100	\$122,100	\$63,100	\$76,900
1/4 Page	\$77,900	\$95,100	\$50,400	\$61,300
1/6 Page	\$57,100	\$69,600	\$36,900	\$44,700
1/8 Page	\$44,900	\$54,900	\$29,100	\$35,400
1/16 Page	\$26,100	\$31,700	\$16,900	\$20,500
Strip	\$57,400	\$70,000	\$37,400	\$45,600

REGIONAL CIRCULATION RATES

USA TODAY offers advertising in any combination of 24 print markets. Advertisements are available in full-page, half-page (tabloid or horizontal) and quarter-page sizes. Quarter-page ads are black & white only. Full-page and half-page ads may be black & white or color.

Advertisers buying a total circulation of at least 350,000 may select the week they want to run. Within that week, the advertiser provides USA TODAY with a three-date and three-section flexibility for each ad. Single print markets (or ad buys of less than 350,000 circulation) may also be purchased, based on availability. See page 11 for regional circulation information.

Advertisements are sold on a CPM basis applied to the total circulation purchased using Monday – Thursday or Friday circulation as appropriate.

Please note that there is limited regional advertising space available. Check with your USA TODAY Sales Representative for additional scheduling information.

Use the following rates when providing three-day AND three-section flexibility:

CIRCULATION	350,000 AND ABOVE		UNDER 350,000		
	Ad Size	B&W CPM	Color CPM	B&W CPM	Color CPM
Full Page	\$137.50	\$217.50	\$158.00	\$250.00	
1/2 Page	\$89.00	\$141.50	\$102.50	\$163.00	
1/4 Page	\$55.00	\$85.00	\$63.50	\$98.00	

Use the following rates to guarantee day or section – based on availability:

CIRCULATION	350,000 AND ABOVE		UNDER 350,000		
	Ad Size	B&W CPM	Color CPM	B&W CPM	Color CPM
Full Page	\$158.00	\$250.00	---	---	
1/2 Page	\$102.50	\$163.00	---	---	
1/4 Page	\$63.50	\$98.00	---	---	

If I'm just a small business owner, you've just confused and scared the wits out of me.

It looks like I'm back in class
and I can't use a calculator.

And, also, let's be honest.
You haven't seen these rates
in years!

To Recap

I can't find you.

I can't figure out who
to talk to.

You're giving me a hell of a complex rate card to look at.

I don't know the difference
between a business builder
and an affordable Thursday ad.

You're making me
think you're expensive.

You're showing me every
product you have when I'm
not a marketer.

You're showing me
something you maybe
updated once last year.

And you aren't even making me
put in my name, email, and phone
number so you can track who
wants to advertise?

Every new advertiser will
need a ton of questions
answered.

Does that about sum it up?

I'm going to say it.

I think that's pretty
dumb.

New business is the
future of our business!

How many small
businesses over the years
took one look at this...

REQUIREMENTS

DISPLAY ADVERTISING SIZE GUIDELINES

RETAIL / TAB	
1 col.	1.7"
2 col.	3.56"
3 col.	5.43"
4 col.	7.3"
5 col.	9.016"
6 col.	11"

QUARTERFOLD	
1 col.	1.01"
2 col.	2.35"
3 col.	3.68"
4 col.	5.02"

CLASSIFIED	
1 col.	1.11"
2 col.	2.35"
3 col.	3.58"
4 col.	4.81"
5 col.	6.05"
6 col.	7.29"
7 col.	8.50"
8 col.	9.75"
9 col.	11"

HOMES	
Eighth	3.75 x 2.45"
Quarter	3.75 x 5"
Half Vert.	3.75 x 10.375"
Half Horiz.	7.875 x 5"
Full	7.875 x 10.375"
Full w/Bleed	8.5 x 11.125"
Back	8.625 x 11.125"

INSIDE PA MAGAZINE		
1/6 Pg	3.75" x 3"	
1/4 Pg	3.75" x 5"	
1/2 Pg	7.625" x 5"	Horizontal
	3.75" x 10.125"	Vertical
Tower	2.375" x 10.125"	
FULL PAGE ADS		
No Bleed	7.625" x 10.125"	
w/Bleed	Inside: 8.5" x 11.125"/Back Cover: 8.625" x 11.125" (Must have 1/2" bottom margin for tearsheet folio)	
Inside PA Weddings		
1/8 Page	3.75" x 2.375"	Horizontal

DISPLAY ADVERTISING DEADLINES

Ad to Run	Deadline	
Monday	5:00 p.m.	Thursday
Tuesday	Noon	Friday
Wednesday	5:00 p.m.	Friday
Thursday	3:00 p.m.	Monday
Friday	3:00 p.m.	Tuesday
Saturday	3:00 p.m.	Wednesday
Sunday	Noon	Thursday
Tuesday Health	5:00 p.m.	Wednesday
"The Weekly Item"	5:00 p.m.	Tuesday

Ads presented to The Daily Item after deadline will not be eligible for credits or make goods.

ELECTRONIC TRANSMISSION OF ADS TO THE DAILY ITEM, SUNBURY, PA

For sending files via e-mail/FTP:
Files must be .PDF, CMYK color format, and must be attached to e-mail containing information as to ad size and publication date(s).

1. Open your e-mail
2. Type in a message containing information requested
3. Attach the .PDF file
4. Send to sdiads@dailyitem.com
5. A call to your sales representative to confirm transmission would be appreciated.

NOTE: FONTS MUST BE EMBEDDED ON .PDF FILES. Files exceeding 7 mb in size may be emailed to sdiads2@gmail.com.

SPECIAL PAGES & FEATURES

LIFESTYLE/WEDDINGS - Sunday
TRAVEL - Sunday
BUSINESS - Sunday
"AT HOME" Real Estate - Sunday
FOOD - Sunday
RELIGION - Saturday
"CHANNELS" TV Guide - Saturday
"APPLAUSE" Entertainment section - Thursday
"GO" Automotive section - Thursday Classifieds
"HEALTH" - Tuesday
Bridal Page - Third Sunday of the Month
Homes Real Estate edition - First Tuesday of the Month
Inside Pennsylvania Magazine - February, May, August & November

CIRCULATION

Daily Item circulation figures*: Daily and Saturday 18,480; Sunday 22,591. (*Includes distribution to Danville News subscribers)

ADVERTISING RATE CARD

Effective March 1, 2015
Published mornings, seven days a week.

PERSONNEL

Director of Advertising.....Patricia Bennett
Advertising Sales Manager.....Beth Knauer
Asst. Advertising Sales Manager.....Brad Baylor
Internet Products Administrator.....Bruce Burkhart

ADVERTISING REPRESENTATIVE

Mid-Atlantic Newspaper Services, Inc.
3899 North Front St., Harrisburg, PA 17110
Phone (717)703-3030

PRESS / DISTRIBUTION FACILITY

517 Raspberry Ave., Sunbury, PA 17801 / 570.286.8551

MAIN OFFICE:

200 Market Street, Sunbury, PA 17801
570.286.5671
TOLL FREE 1.800.792.2303
FAX 570.988.5348

www.dailyitem.com



And decided to go buy
an ad on Facebook.

Or said, you know, we'll just
get some flyers printed up.

So let's define a
Smart Media Kit

A Smart Media Kit...

- Ranks in Google searches when potential advertisers search for things.
- Emphasizes capabilities (Doesn't emphasize pricing tables or column inches or split hairs).
- Captures information from potential advertisers and stores it all in one place.
- Automatically follows up with potential advertisers and tells you what they're responding to.
- Allows you to add and instantly update content.

Story Time

Andrew McFadden at
Freedom Communications

Problems

- They didn't know how many leads they were getting each month or who they were going to.
- They didn't know what their close ratios on new leads were.
- They didn't have a way of segmenting customers.

They built their own platform
on top of marketing
automation software.

Success

- They started tracking their leads and started under 100 per month. Over time, they grew this to over 200 per month.
- Their products and services started appearing in local searches.
- They were able to start sending nurturing e-mail campaigns to potential advertisers.
- They were able to provide actionable intelligence to reps to help them close deals.

Example

As an advertiser, I show up
on a clearly labeled site.

Powerful Reach. Pinpoint Accuracy. Your Audience Delivered.

[DOWNLOAD MEDIA KIT](#)

[REQUEST OUR RATES](#)

We Build Custom Solutions to Reach Your Target



PRINT

Print is powerful. Let our experts help you harness this influential medium to deliver your message to potential customers.

[Learn More >](#)



WEB & MOBILE

Our portfolio of websites receive billions of page views each year. Use this traffic to target your audience via the Web, mobile, video, or more...

[Learn More >](#)



DIGITAL

We offer a full line of digital products and media mix packages that help customers reach and interact with today's consumer.

[Learn More >](#)



CREATIVE SOLUTIONS

We provide custom tailored design, content, and research solutions for our enterprise and agency customers to meet even the most strenuous demands.

[Learn More >](#)

I'm prompted to download a guide or get an e-book.

I'm given clear categories of
defined products and
services.

As a user, I'm always
prompted to fill out a form.

Get the latest information



To learn more about advertising options at the Post-Bulletin, please fill out the form on the right and a member will be contact with you.

We are proud of our nearly 100 years of connecting the greater Rochester community with local businesses and organizations. Our advertisers become our friends and we become their advocates.

Advertising Info

First Name*

Last Name*

Email*

Phone Number*

Company Name*

Website URL*

Submit

Rochester Marketing Data

Free guide to Rochester statistics and media directory.

First Name*

Email*

Phone Number

Company Name*

Submit

Recent Blog Posts

- 5 Things to Consider When Choosing an Online Ad Agency
- Creating clear objectives for your social media strategy
- Elements of a good landing page
- 9 things you need to know about newspapers
- 5 Reasons Political Candidates Should Use Newspaper to Reach Voters

Frequently Asked Questions

+ Where do I send press releases?

+ How do I place a classified ad in the paper?

+ Who do I talk to about the bill for my ad?

This means that the lead can be saved, e-mailed, and monitored for engagement.

Andrew left to start
Smart Media Kit and do this
for other newspapers.

OwnLocal acquired
Smart Media Kit in February

Our goal is to bring these principles everywhere at a cost every newspaper can afford.

This is a very nascent concept. In fact, fewer than a dozen newspaper groups have taken the plunge to change their media kits.

Nevertheless,
there can be no doubt that
this is the future.

We need to turn this...

The Guardian

Tabloid - Modular Display Sizes and Rates

1 Module Wide

Code	T 8 1	T 6 1	T 4 1	T 3 1	T 2 1	T 1 1
Specs (mm)	374x63	280x63	187x63	140x63	93x63	46x63
Friday Price	\$384.00	\$288.00	\$192.00	\$144.00	\$96.00	\$48.00
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2 Module Wide

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3 Module Wide

Code	T 8 3	T 6 3	T 4 3	T 3 3	T 2 3	T 1 3
Specs (mm)	374x194	280x194	187x194	140x194	93x194	46x194
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4 Module Wide

Code	T 8 4	T 6 4	T 4 4	T 3 4	T 2 4	T 1 4
Specs (mm)	374x260	280x260	187x260	140x260	93x260	46x260
Friday Price	\$1,536.00	\$1,152.00	\$768.00	\$576.00	\$384.00	\$192.00
Monday, Wednesday Price	\$1,504.00	\$1,128.00	\$752.00	\$564.00	\$376.00	\$188.00

8 Module Wide

Code	T 8 8
Specs (mm)	374x550
Friday Price	\$3,072.00
Monday, Wednesday Price	\$3,008.00

Further Information

- Colour rates apply
- Yearly spend discounts can apply
- Rates effective January 1, 2016
- GST of 10% added to final price

Into this...

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Q+A



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Co-Founder

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