

mediakit

NWO news
watch

Northwestern Ontario

TB news
watch

Thunder Bay

SN news
watch

Superior North

NewsWatch is owned & operated by Dougall Media. With a mandate to help improve the quality of life for residents and to help strengthen the local economic base, **TBnewswatch.com** connects with over 100,000 local users with local businesses and organizations across Northern Ontario each month, while offering continuous updates on the things that matter to the community. New to the NewsWatch Network are **SNnewswatch** (superior north) and **NWOnewswatch** (Northwestern Ontario) essentially making it possible to reach readers right from Wawa to the Manitoba Border!

NWO news watch **TB** news watch **SN** news watch



PAGEVIEWS

4,000,000

Average over previous 12 months

OUTREACH



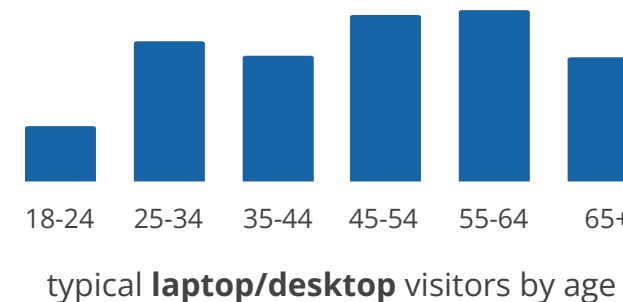
30,394

email **subscribers**

INBOUND

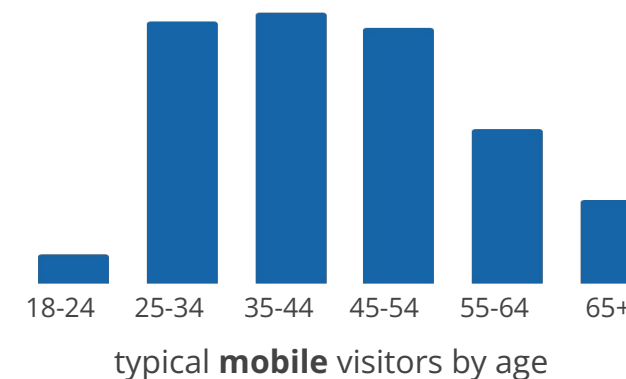
43,500

readers visit throughout the week,
using **laptop** or **desktop** devices



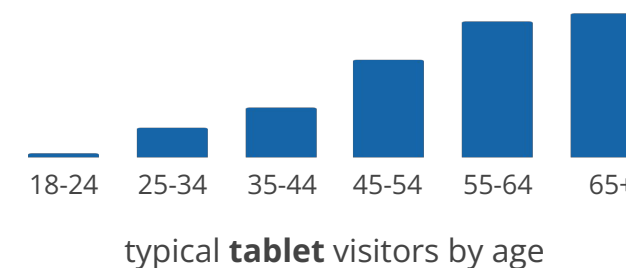
165,780

readers visit throughout the week,
using **mobile** devices



16,600

readers visit throughout the week,
using **tablets**



With a variety of options to connect with our local readers, **reaching your target audience is easy.**



Display advertising

Perfect for all types of ad campaigns! Use display advertising to boost brand recognition, for specific events, sales, business announcements & more.

Video advertising

Strike a deep and lasting connection with our readers. Use video advertising for emotion-based goals such as soliciting donations or volunteers.

Business Spotlight

Increase your connection with the community by giving our readers an in depth look at your business, employees or innovations, or use it to share useful tips!

The Daily email newsletter

Reach a highly loyal and local audience. Subscribers to The Daily email newsletter receive daily emails, and we've saved a space at the top just for you!

Contest/Sweepstakes sponsorships

Our readers love contests! Associate your business with the excitement and emotion of a giveaway to our huge readership & social audiences.

display ads

* ad unit & inventory availability varies. Please check with your sales rep.

Page Takeover

Our most dominant option



(300 x 600 + wallpaper)
\$38/CPM

Desktop only

Tall Block

Can't miss ad unit



(300 x 600)
\$19/CPM

Desktop & Landscape tablet

Bottom Anchor

Makes your ad stand out

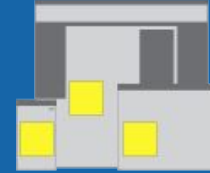


(990 x 90)
\$19/CPM

Desktop only

Super Square

Great for events



(320 x 320)
\$17/CPM

Desktop, mobile & tablet

Big Box

Perfect for branding

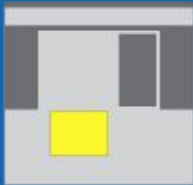


(300 x 250)
\$15/CPM

Desktop, mobile & tablet

Inline Billboard

Displayed within a store



(640 x 480)
\$21/CPM

Desktop Only

Alert Banner

At the top of ALL pages



(42 character max)
\$10/CPM

Desktop, mobile % Tablet

Tablet Banner

Target our older readers



(728 x 90/970 x 250)
\$15/CPM

Tablet & some small screens

Sticky Footer

Very high viewability



(320 x 100)
\$15/CPM

Anchored to the bottom on Mobile

Mobile Top

Very high viewability



(300 x 120)
\$15/CPM

Displayed at the top on Mobile

Ask your sales rep about these available upgrades: (20% premium may apply)
Targeting by Time or Location, Network-Wide Pricing, Guaranteed Section or Screen Position

Notes: Rates are subject to change without notice. Third-party Rich Media ad tags & serving costs are the sole responsibility of the advertiser/agency and not included in net cpm rates.

NEW! Dominant ad units



The **Inline Billboard** Ad \$21 cpm*

- Special 640x480 ad dimensions
- Displayed within a story
- One of the largest ad units offered
- Great visibility on website



MEGA Email Banner \$25 cpm*

- Top position in daily email
- A massive 600x450px ad unit on desktop!
- You only pay for banners served
- Reaches our most engaged local readers!

Outstream & pre-roll video advertising

Video placements are naturally engaging for your audience, conveying emotion and providing readers with a memorable, multi-sensory experience!

With our outstream video product, as our readers read news articles, video ads seamlessly open between paragraphs. The video player is non-intrusive and engaging, sound is user initiated on mouse roll-over.

Pre-roll ads are also available at up to 15 seconds.

\$25/CPM

*Video production extra unless provided by client.
See your account executive for more details.

Rates subject to change.



Spotlight

We provide one professionally written piece about your business, employees, services, or connections to the community.

Showcase your business!

Spotlight articles showcase local industry, innovations or employees, while providing meaningful content to our readers... your customers!

Spotlight articles build trust and credibility, by partnering with a local media company.

Spotlight articles are featured on our homepage and delivered to subscribers of The Daily email newsletter, providing ample exposure!

Included with the HUB & CLP programs, a tremendous value!

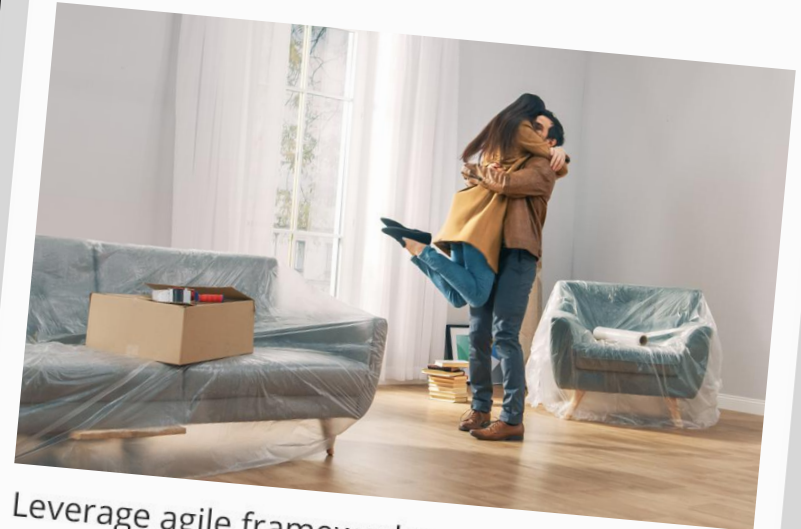
**Also available for individual purchase.
See your account executive for more details.*

SPONSORED CONTENT

This content is made possible by our Sponsor, it is not written by and does not necessarily reflect the view of the editorial staff.

5 top reasons renting is better than buying

Your article will be optimized to match the searching patterns of your target audience.
posted 9 minutes ago



Leverage agile frameworks to provide a robust synopsis for high level overviews. Iterative approaches to corporate strategy foster collaborative thinking to further to.

Grow the holistic world view of disruptive innovation via workplace diversity and empowerment.

Reach over
30,394
current subscribers*
with a dominant ad unit!

Exclusivity : there is only one ad in **The Local**,
our headline newsletter email

Viewability : it's the first thing readers see

Certainty : You don't pay for unopened emails

Growth : Our subscriber base is growing
continuously, with sustained open & click rates

Your ad here

\$24 cpm

See your account executive for more
details. Rates subject to change.

(updated September 2024)



The HUB

a profile, for your business, loaded with features!

We'll connect you to potential customers through a number of avenues, which gives you the ability to communicate directly with our readers, **making The HUB the most complete and up-to-date reference for your business online!**

Get connected!

Annual cost of \$2400

or included

FREE with display campaigns valued at \$6,000 or more!

Reader Likes

Branding, description, links, embedded videos & more!

Job postings

Staff bios

Latest listings

Stories related to your business

The screenshot shows a business profile for 'Placeholder Business Shop'. The profile includes a header with navigation links (Local, National, Obits, Classifieds, Flyers, Homes, Auto, Jobs, Food, Fun) and a user greeting 'welcome, JDoe'. The main content area features a 'Placeholder Business Shop' title, a 'Like' button, and a '10 readers like this business' notification. Below this is a 'Call' button, a 'Send Email' button, and a 'Visit Our Website' button. A 'Share this profile' section includes social media icons for Facebook, Twitter, LinkedIn, and YouTube. The profile also has a 'Contact This Business' form with fields for 'Your Name', 'Your Email Address', 'Your Phone Number (optional)', and 'What are you looking for?'. A 'Send Message' button is at the bottom of the form. The 'Location' section shows a map of Guelph, ON, with the address '824 Gordon St, Guelph, ON N1G 1Y7'. The 'Hours' section lists '7 Days A Week' and '9am - 6pm'. The 'Helpful Links' section includes links for 'Call', 'Visit Our Website', 'Visit Us On Facebook', 'Visit Us On LinkedIn', 'Send Email', and 'Like This Business'. The 'Photo Gallery' section displays a grid of photos. The 'We're Connected With' section lists several community organizations. The 'We support' section lists several charities. The 'Listings' section includes 'A Product' and 'A Service' listings. The 'Related Stories' section features a story titled 'PUC investigating power outage in Cathcart, Huron Street areas'.

Social media links

Direct communication with clients

Relevant business information

Community organizations connections



The Community Leaders Program (CLP) is an internationally recognized, award-winning local journalism initiative, that integrates our expertise in strategic communication, data analysis, and storytelling into a multi-layered cohesive communications program.

We believe that news should be accessible to all, and positioning yourself as a Community Leader will allow us to deliver more local content that matters to our readers, while being recognized within the community for your support.



Your custom CLP includes:

- sponsored sections
- display advertising
- community feedback/surveys
- premium community HUB profile
- promotions & more!

[Click Here to view a live demo of a fully loaded CLP/HUB/Profile](#)

**CLP programs are tailored to specific client needs, pricing varies. See your account executive for more details. Rates subject to change.*

Contests

Our readers love contests!







Sponsor one of our giveaways to promote your business, sales, announcements, boost your brand image & more!

Our contests are free to enter, but for bonus entries, contest entrants can be directed to your website, social media site, promo video & more.

Your one-time cost: \$600

Entrants also have the ability to earn more entries by performing extra tasks. For them, it's a game to see how high they can climb the leaderboard. For you, it's more opportunities to promote your brand/message!

Current Leaders		Entries
1	Test C.	35
2	fdg d.	30
3	Test T.	28
4	naresh k.	26
5	gjhkgj h.	20
6	Victor L.	19
6	Ghbh H.	19
8	Carlos A.	16
8	df s.	16
10	Alessio P.	15

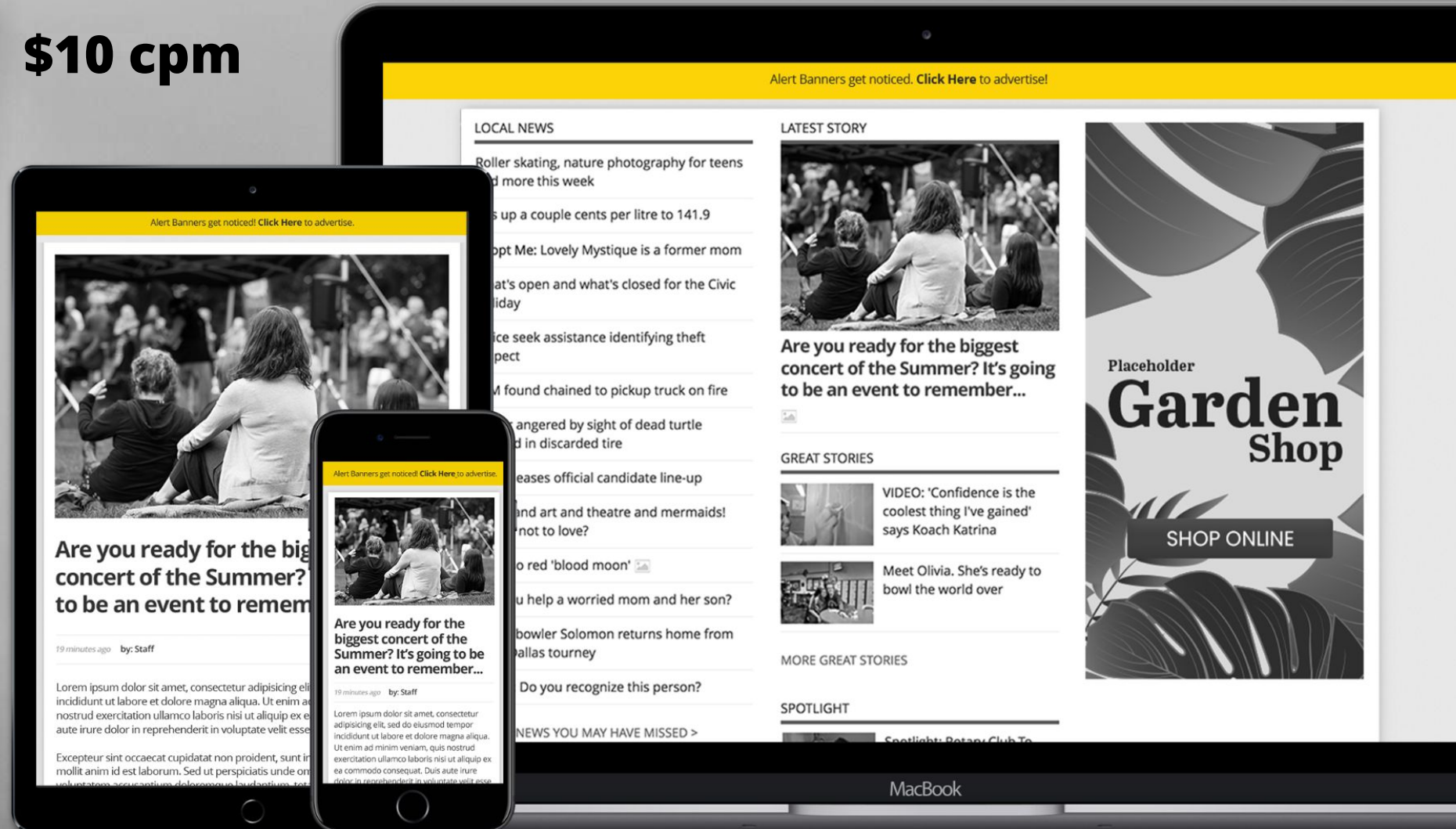
Earn more entries for completing these actions.	
 Answer this question	+1 ENTRY
 Share with your friends	+5 EACH
 Refer Friends	+5 EACH
 Visit Website	+10 ENTRIES
 Visit us on Facebook	+1 ENTRY
 Share on Twitter	+2



The alert banner is anchored to the top of the page across all platforms.

The perfect ad space for big announcements, promoting events, sales & more.

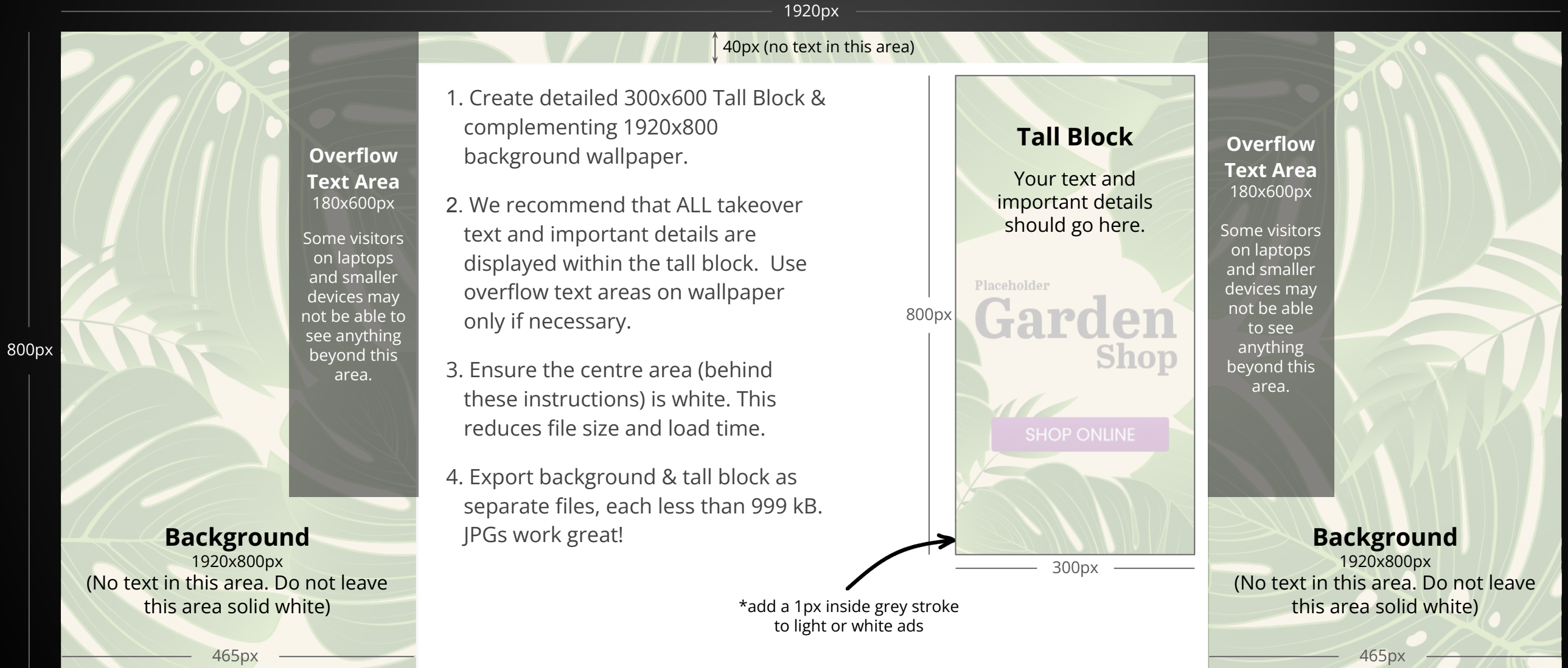
\$10 cpm



*Limited to 42 characters. See your account executive for more details. Rates subject to change.

Takeover design guides

*The purpose of the background wallpaper is to draw the reader's eye to the tall block which contains your main messaging, logos, etc.





Careers

Hiring? Post your job openings with us and we'll help you reach your local audience!

Pair with alert banners or other display advertising to promote your listing to an even larger, local audience.

Basic Posting

\$75 + HST

Feature your posting for up to 10 days in the category of your choice.

Premium Posting

\$150 + HST

Feature your posting for up to 60-days in the category of your choice + premium placement at the top of the category listings

Get connected!

Flexible Budgetary Solutions: Our services accommodate various budgetary constraints, ensuring accessibility to all clients.

Tailored Package Offerings: Diverse package options tailored to meet specific needs and preferences.

Customized Solutions: Our expertise extends to crafting customized solutions designed to address unique requirements effectively.

Streamlined Collaboration: We prioritize seamless collaboration, offering an approachable and accommodating experience for our clients.

Please reach out with any comments or questions!

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NWO news
watch

SN news
watch

The team



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