

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

4,500,000

previous 30 days

OUTREACH



30,394

email **subscribers**



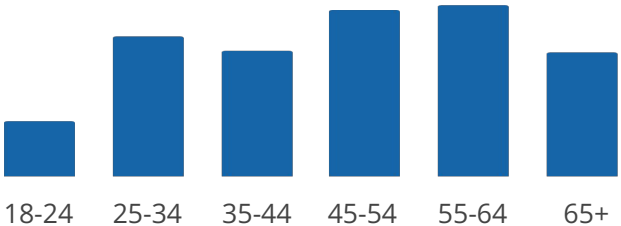
51,900

social **followers**

INBOUND

43,500

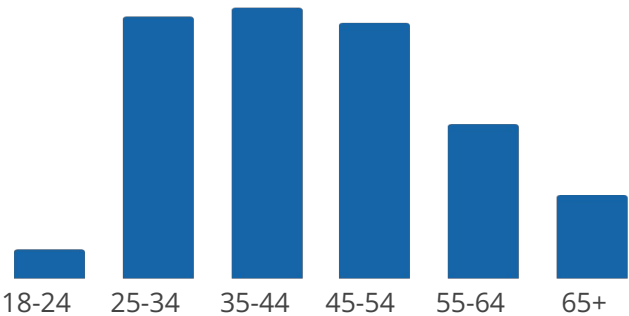
readers visit throughout the week,  
using **laptop** or **desktop** devices



typical **laptop/desktop** visitors by age

165,780

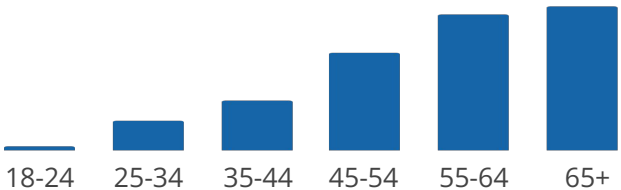
readers visit throughout the week,  
using **mobile** devices



typical **mobile** visitors by age

16,600

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



typical **tablet** visitors by age

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

## Page Takeover

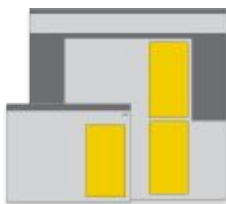


(300x600 + wallpaper)

desktop  
only

**\$38 cpm**

## Tall Block



(300x600)

desktop and  
landscape tablet

**\$19 cpm**

## Big Box



(300x250)

Desktop,  
mobile & tablet

**\$15 cpm**

## Bottom Anchor



(990 by 90)

Desktop &  
tablet

**\$19 cpm**

## Site Rotator



(300x120)

shared rotation across  
desktop & mobile

**\$300/month**

## Alert Banner



(42 character max)

desktop,  
mobile & tablet

**\$10 cpm**

## Tablet Banner



(728x90/970x250)

tablet & some small  
desktop screens

**\$15 cpm**

## Sticky Footer



(320x100)

anchored to the bottom  
on mobile devices

**\$15 cpm**



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.

# 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.

## **Priced by thousand impressions (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 2022)





# 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 Garden Shop' on a website. 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 large banner image with the business name, a description, and a 'Now Hiring' section with two job listings. Below the job listings is an 'Our People' section with staff bios for Grant Lemieux, Jimmy Jimmerson, Michelle Marsh, and Jennifer Mills - Warner. The 'Listings' section shows two product/service listings. At the bottom, there are 'Related Stories' and a 'We support:' section listing various community organizations. The right sidebar contains a 'Contact This Business' form, a 'Location' map, 'Hours', 'Helpful Links', a 'Photo Gallery', and a 'We're Connected With:' section.

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

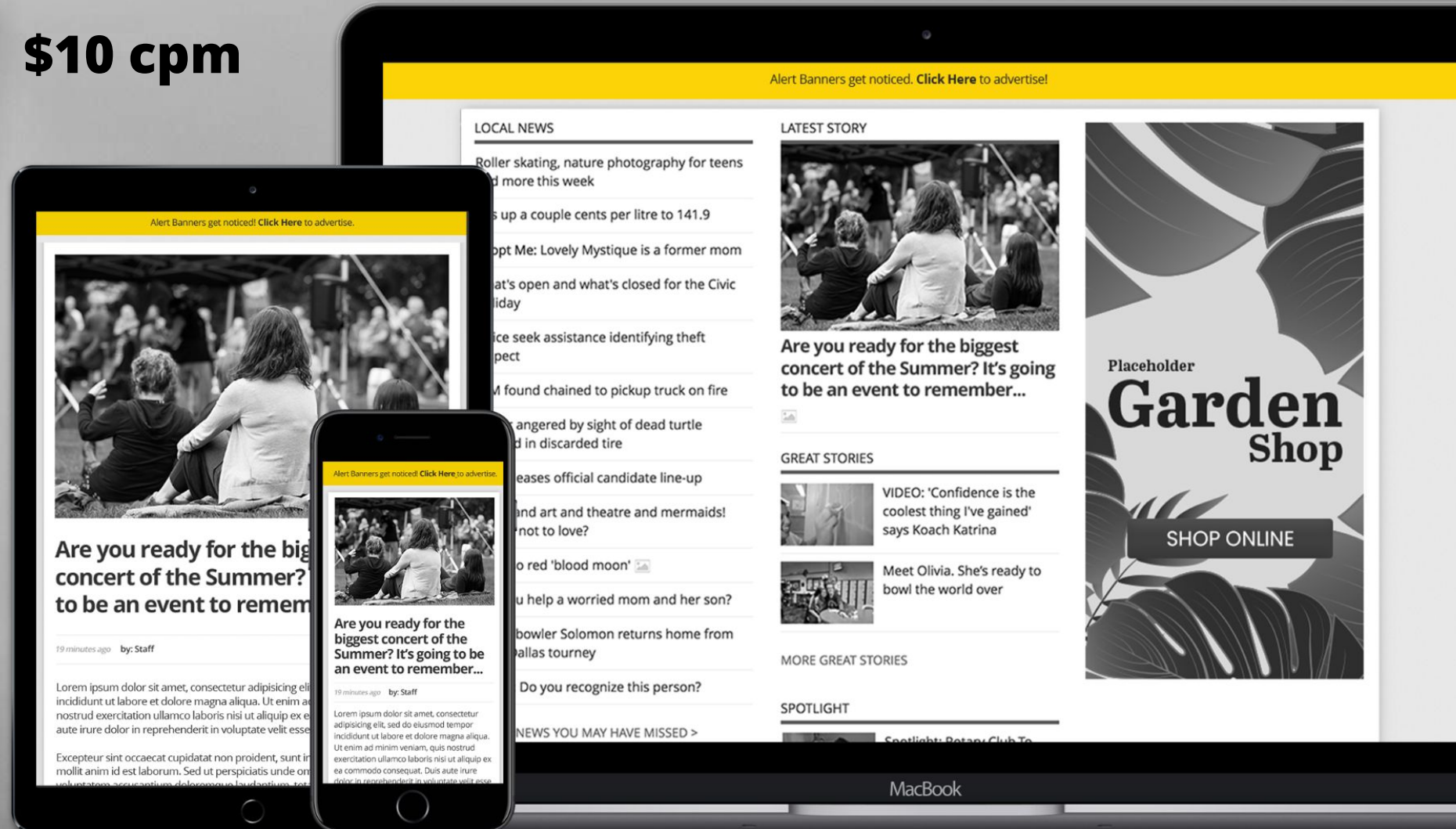




# The alert banner is anchored to the top of the page across all platforms.

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

**\$10 cpm**

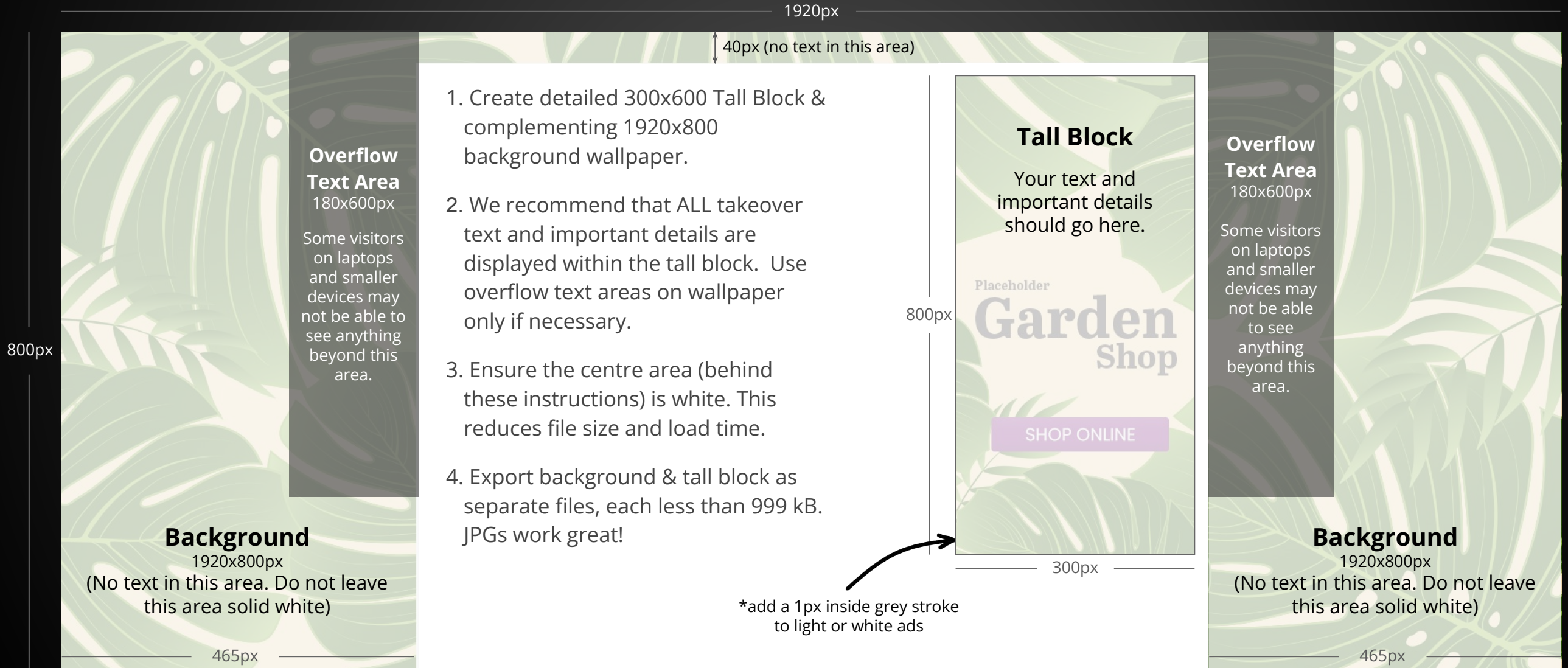


\*Limited to 42 characters. See your account executive for more details. Rates subject to change.



# 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



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## See what our clients are saying about us!

*“It has been a pleasure working with Kari and her team at TBnewswatch. The outstanding numbers that we get from our digital campaign each week shows how well this company knows their stuff. Anyone who is looking to market their company should consider what this team of digital magicians will do to boost their numbers. Thank you Kari and Team - we appreciate your hard work and look forward to seeing what else you have up your sleeves for our digital marketing needs.*

*Manuele Adrian Mizzi BFA*

*North44 Properties*

## General Inquiries

advertising

advertising@tbnewswatch.com