

mediakit

**NWO** news  
watch

Northwestern Ontario

**TB** news  
watch

Thunder Bay

**SN** news  
watch

Superior North



**News**watch 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

A scenic photograph of a lake with a natural rock arch on the right side. The water is clear and blue, and the sky is blue with some clouds. The arch is made of dark, jagged rocks.

# Local news



# "High NewsGuard credibility"

**NewsGuard** is an independent organization that reviews and scores the credibility and legitimacy of online news websites.

***NewsWatch has received the highest score possible*** by adhering to all nine of NewsGuard's standards.

 **100/100**

- 1** Does not repeatedly publish false content
- 2** Gathers and presents information responsibly
- 3** Regularly corrects or clarifies errors
- 4** Handles the difference between news and opinion responsibly
- 5** Avoids deceptive headlines
- 6** Website discloses ownership and financing
- 7** Clearly labels advertising
- 8** Reveals who's in charge, including any possible conflicts of interest
- 9** The site provides names of content creators, along with either contact or biographical information

PAGEVIEWS

4,650,000

previous 30 days

OUTREACH



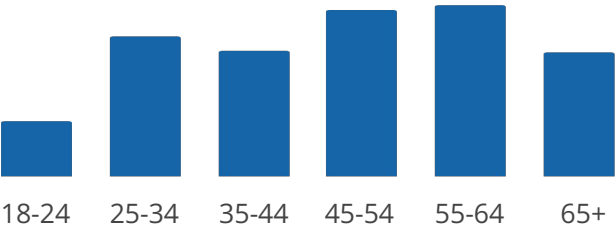
28,500

email subscribers

INBOUND

41,380

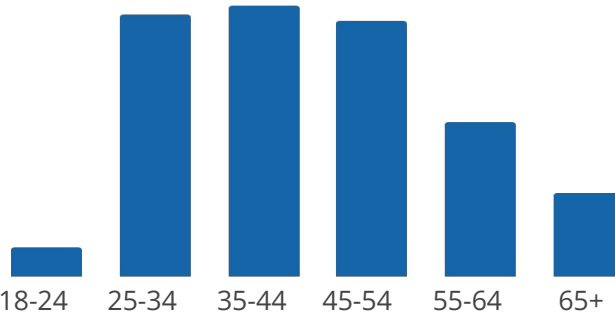
readers visit throughout the week,  
using **laptop** or **desktop** devices



typical **laptop/desktop** visitors by age

108,570

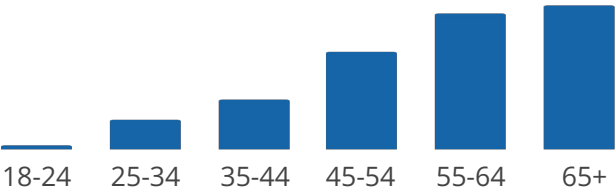
readers visit throughout the week,  
using **mobile** devices



typical **mobile** visitors by age

8,910

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



typical **tablet** visitors by age



# Community Map

## Map Legend

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





# 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

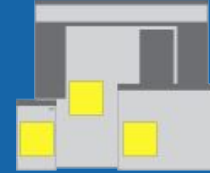


(990 x 90)  
\$19/CPM

*Desktop only*

## Super Square

Great for events



(320 x 320)  
\$17/CPM

*Desktop, mobile & tablet*

## Big Box

Perfect for branding

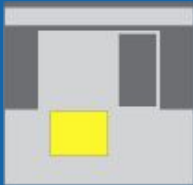


(300 x 250)  
\$15/CPM

*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!



A graphic featuring a black and white striped clapperboard on the left side, angled upwards. The background is a vibrant green with subtle, concentric circular patterns. The word "Video" is written in large, bold, white letters on the clapperboard.

# Video

**Outstream & pre-roll  
video advertising**

**1**

## **Outstream Video**

1920x1080/1280x720

16:9/4:3 ratio

15 sec min - 30 sec max

MP4

**2**

## **Pre-Roll Video**

1920x1080/1280x720

16:9/4:3 ratio

15 sec max

MP4

**Priced by thousand impressions (CPM)**

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

**Rates subject to change.**



# Spotlight

**Let us tell our readers about  
you!**

We will feature your business,  
employees, services, or connections  
to the community.

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

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

SPONSORED CONTENT

## Local business launches new location!



Excitement is brewing in our community as a beloved local establishment, proudly announces the launch of its new location! This expansion marks a significant milestone for the company and promises to bring even more convenience, quality, and personalized service to its valued customers.

The decision to expand speaks volumes about the dedication and success of the business. What began as a humble venture has blossomed into a thriving enterprise, thanks to the unwavering support of our loyal patrons and the hard work of the dedicated team behind



# Extend Your Reach

**Keep Your Brand in Front of Our Readers—After they leave the Newswatch websites!**

- Get Access to a more Relevant Audience
- Benefit from higher conversion rates
- Cost Effective Advertising!
- Improved Ad recall
- Better Engagement
- Increased Return on Investment
- Improved Click through rate
- Lower Cost per Acquisition

Maximize your impact and ensure your ad dollars go further by targeting the right audience at the right time.

**Match your spend, maximize your results!**

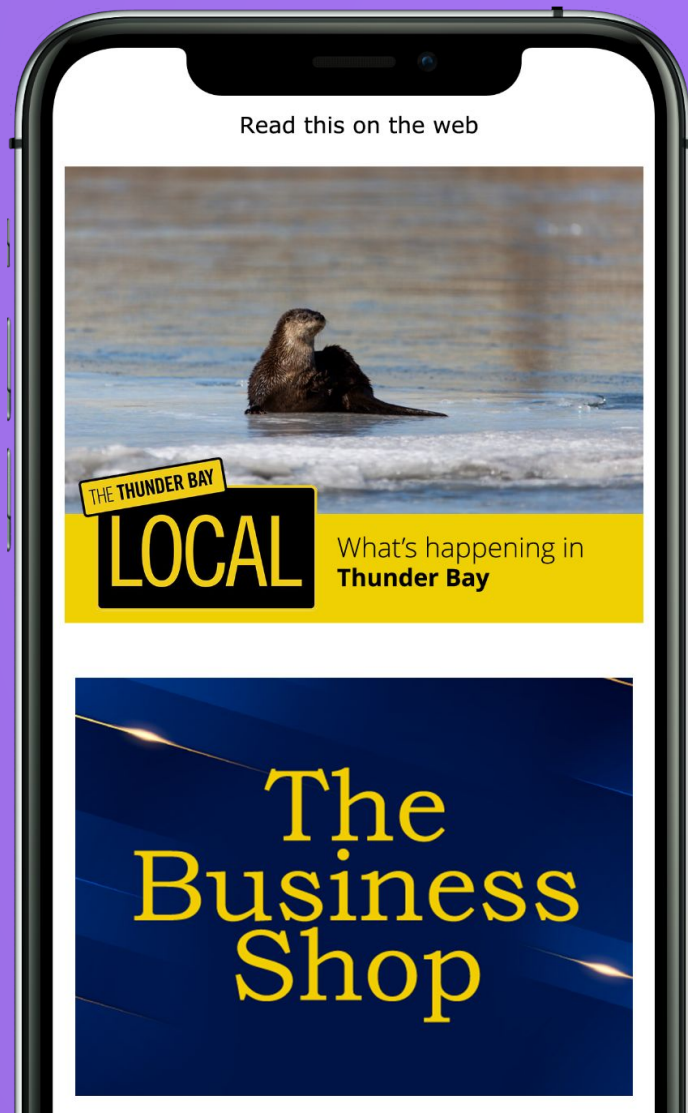


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*Geo Targeting is available to specific region including Thunder Bay - smaller communities will need to blend campaigns with other surrounding communities or Thunder Bay in order to guarantee impressions*



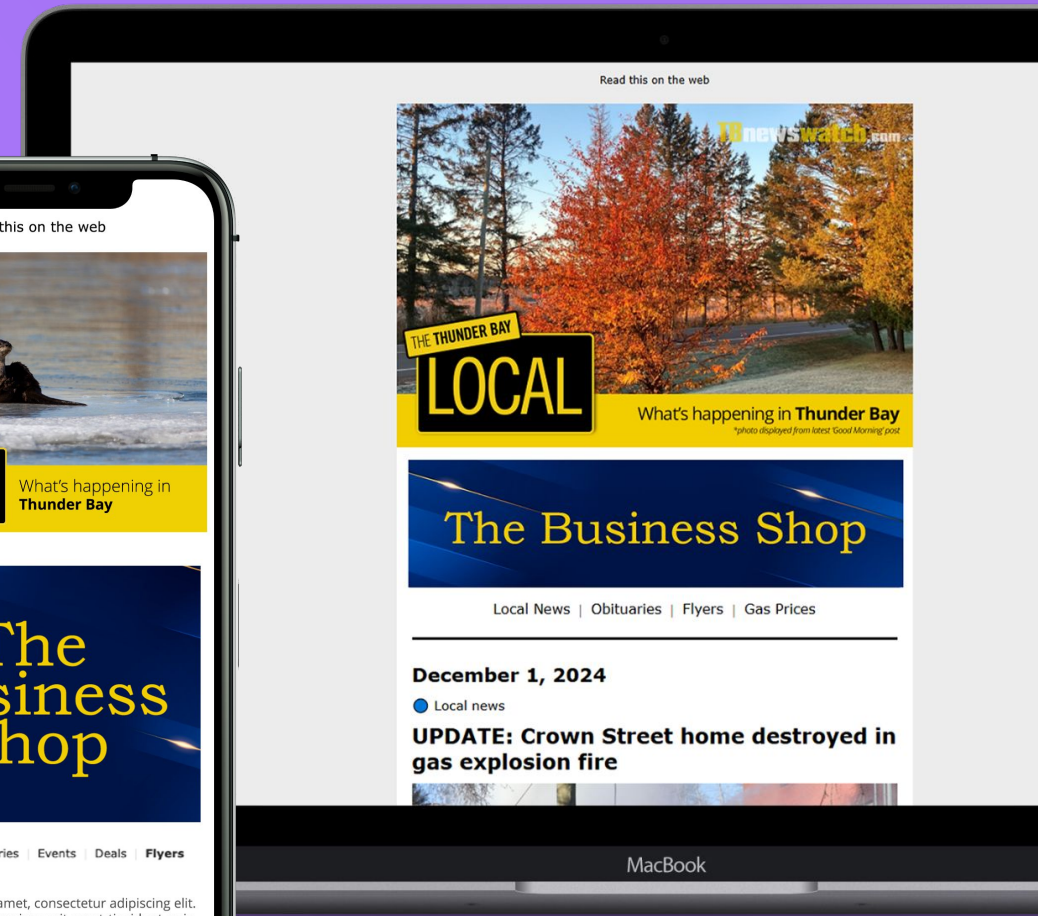
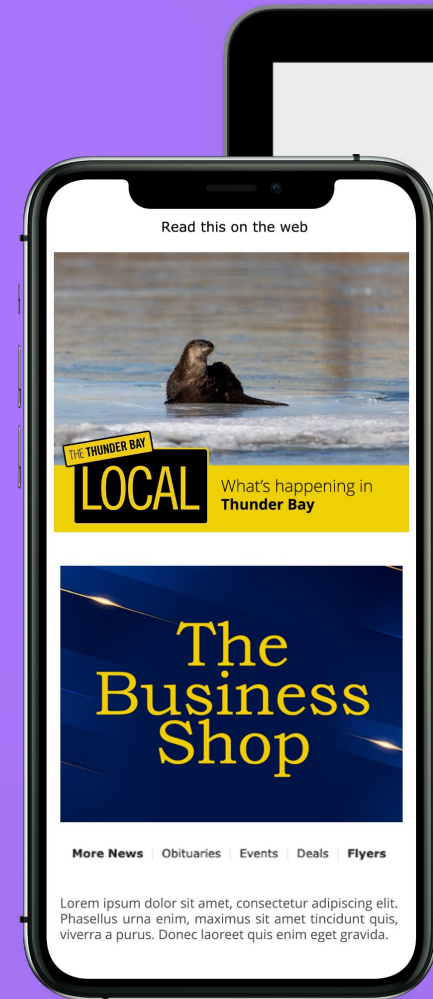
# Advertise in our newsletters!



Reach over  
**28,000**

newsletter subscribers with multiple ad opportunities:

- **MEGA banner**
- **Top or mid banner placements throughout**
- **Section sponsorship (weather, obituaries, events)**

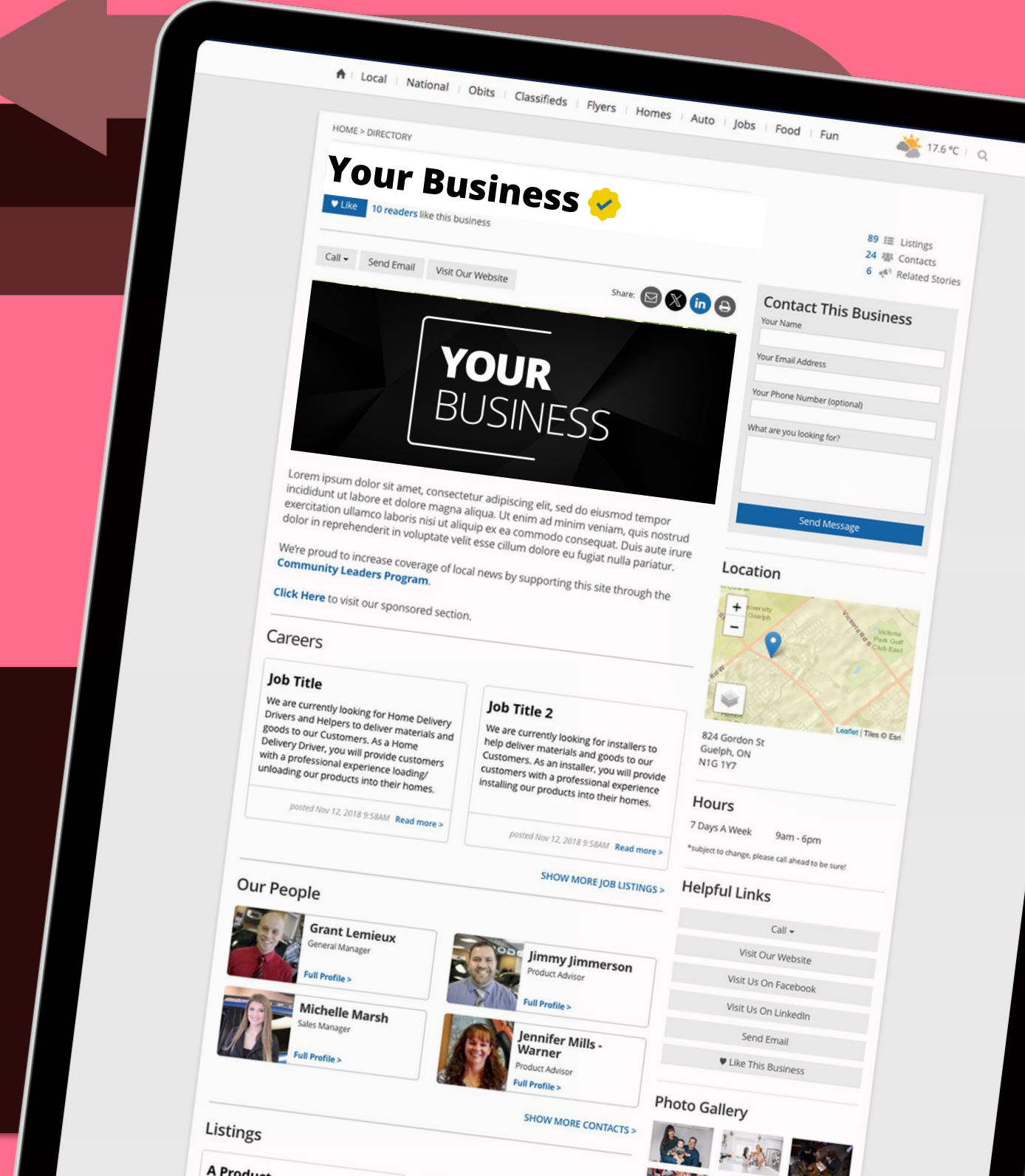


# Hub profile

The most complete and up-to-date reference for your business online!

## Your HUB includes:

- ✓ Branding, description, links, embedded videos & more!
- ✓ Direct communication with clients
- ✓ Career postings
- ✓ Staff bios
- ✓ Reader Likes
- ✓ Relevant business information
- ✓ Community organization connections
- ✓ Stories related to your business
- ✓ Latest listings
- ✓ Verified Checkmark







## **The Community Leaders Program (CLP)**

provides businesses with an opportunity to support local news while gaining recognition for their commitment to the community.

By participating in CLP, businesses contribute to the hiring of more journalists, enabling comprehensive local news coverage.

### **Your custom CLP includes:**

- sponsored sections
- display advertising
- premium HUB profile
- logo ad in shared pool
- featured articles about you!

# Contests

**Our readers  
love contests!**

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



# 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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# The team



**Kari Audziss**

*Assistant Digital Sales Manager*

kaudziss@dougallmedia.com

807-346-2617



**Rick Galati**

*Digital Account Executive*

rgalati@dougallmedia.com

807-346-2503



**Ange Sponchia**

*Digital Outreach Specialist*

aSponchia@dougallmedia.com

807-346-2508