

An aerial photograph of a coastal region, likely in South India, showing a river flowing into the sea. The land is a mix of urban areas and agricultural fields. The sea is dark blue, and the sky is a lighter blue.

mediakit

TBnews**watch**.com

TBnewswatch.com is owned & operated by Dougall Media. With a mandate to help improve the quality of life for Thunder Bay residents and to help strengthen the local economic base, TBnewswatch.com connects with over 100,000 local users with local businesses and organizations in Thunder Bay and the surrounding area each month, while offering continuous updates on the things that matter to the community.



Local news

TBnewswatch.com

dougallmedia

PAGEVIEWS

5,576,283

previous 30 days

OUTREACH

THE DAILY

18,100

email subscribers



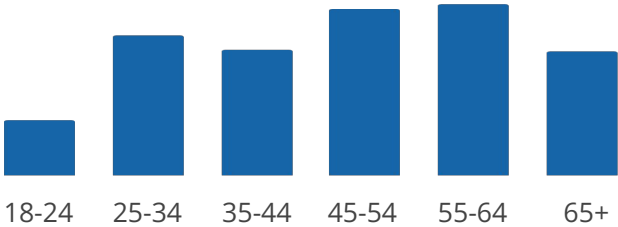
50,100

social followers

INBOUND

43,500

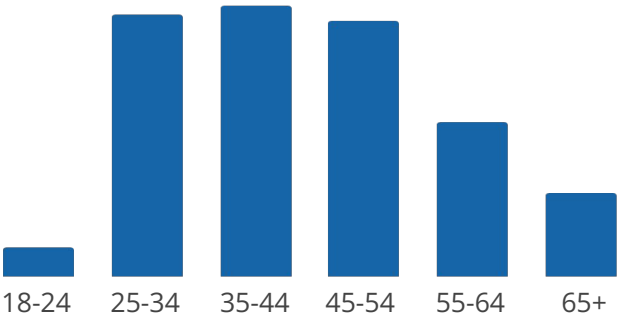
readers visit throughout the week,
using **laptop** or **desktop** devices



typical **laptop/desktop** visitors by age

165,780

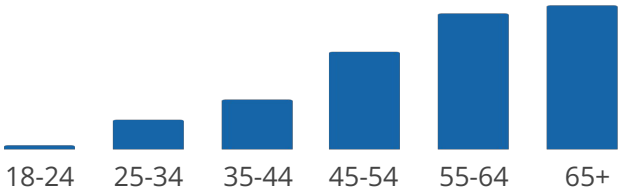
readers visit throughout the week,
using **mobile** devices



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

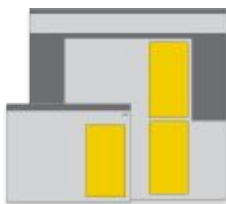


(300x600 + wallpaper)

desktop
only

\$36 cpm

Tall Block



(300x600)

desktop and
landscape tablet

\$18 cpm

Big Box



(300x250)

Desktop,
mobile & tablet

\$14 cpm

Site Rotator



(300x120)

shared rotation across
desktop & mobile

\$300/month

Alert Banner

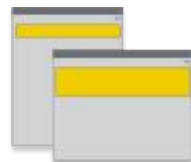


(42 character max)

desktop,
mobile & tablet

\$14 cpm

Tablet Banner



(728x90/970x250)

tablet & some small
desktop screens

\$14 cpm

Sticky Footer



(320x100)

anchored to the bottom
on mobile devices

\$14 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

18,100

current subscribers*
with a dominant ad unit!

Exclusivity: there is only one ad in **The Daily**,
our daily headline 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

\$24 cpm

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

(updated February, 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 on the TBnewsWatch.com website. The profile is for 'Placeholder Garden Shop'. At the top, there's a navigation bar with links like Local, National, Obits, Classifieds, Flyers, Homes, Auto, Jobs, Food, and Fun. The profile itself includes a header with the business name, a 'Like' button showing 10 reader likes, and social media sharing options. Below this is a large banner image with the business name and a description. To the right of the banner is a 'Contact This Business' form with fields for name, email, phone, and a message, plus a 'Send Message' button. Further down, there's a 'Location' section with a map and address (824 Gordon St, Guelph, ON N1G 1Y7), a 'Hours' section (7 Days A Week, 9am - 6pm), and a 'Helpful Links' section with buttons for calling, visiting the website, and social media. Below these are 'Our People' (staff bios for Grant Lemieux, Jimmy Jimmerson, Michelle Marsh, and Jennifer Mills-Warner) and 'Listings' (A Product and A Service). At the bottom, there's a 'Photo Gallery' and a 'We're Connected With' section listing local organizations. A 'We support:' section at the very bottom lists charities like ARCH Hospice and the Canadian Cancer Society.

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

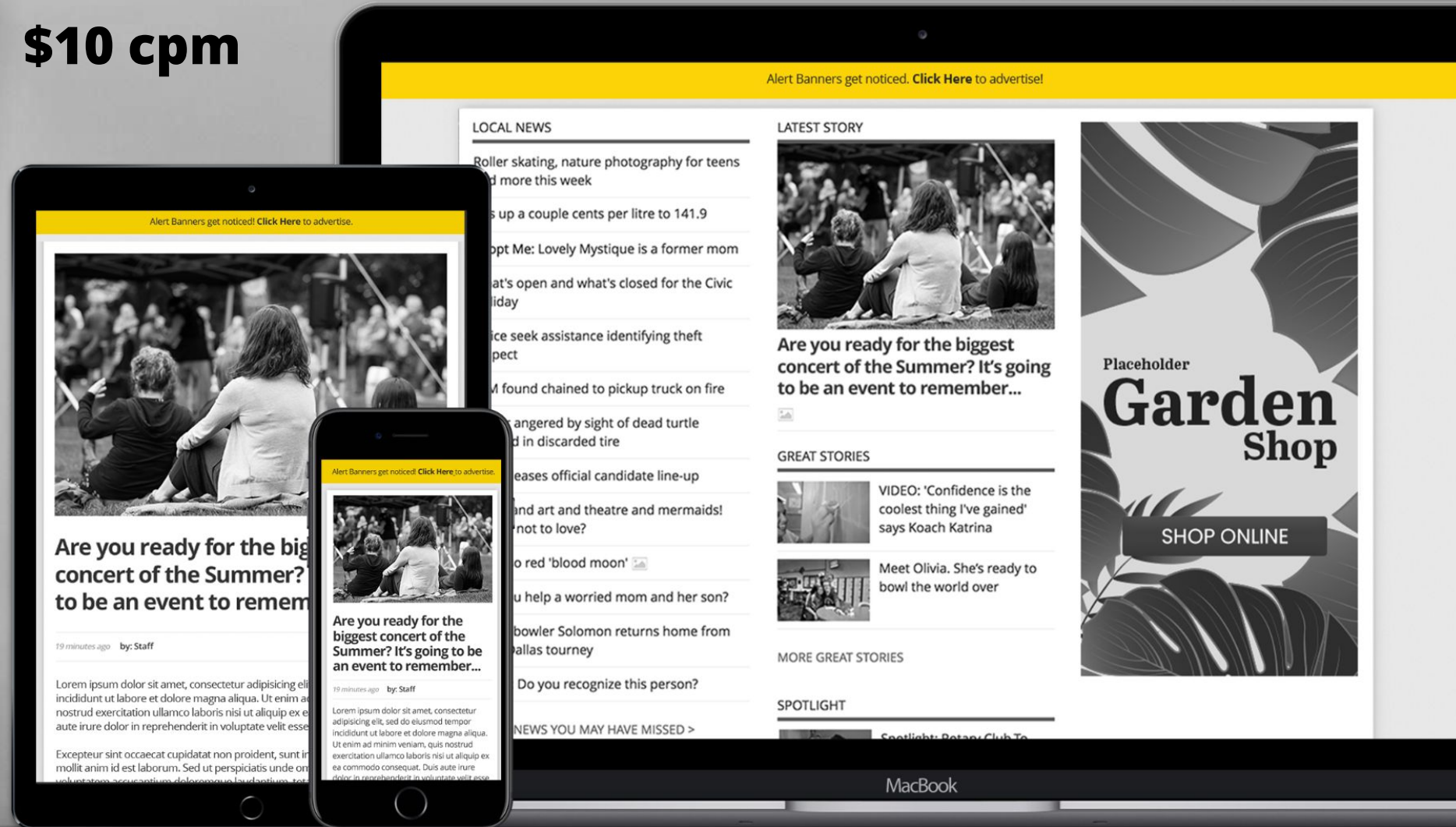
Earn more entries for completing these actions.	
 Answer this question	+1 ENTRY
 Share with your friends	+5 EACH
 Refer Friends	+5 EACH
 Visit Website	+10 ENTRIES
 Visit us on Facebook	+1 ENTRY
 Share on Twitter	+2



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.

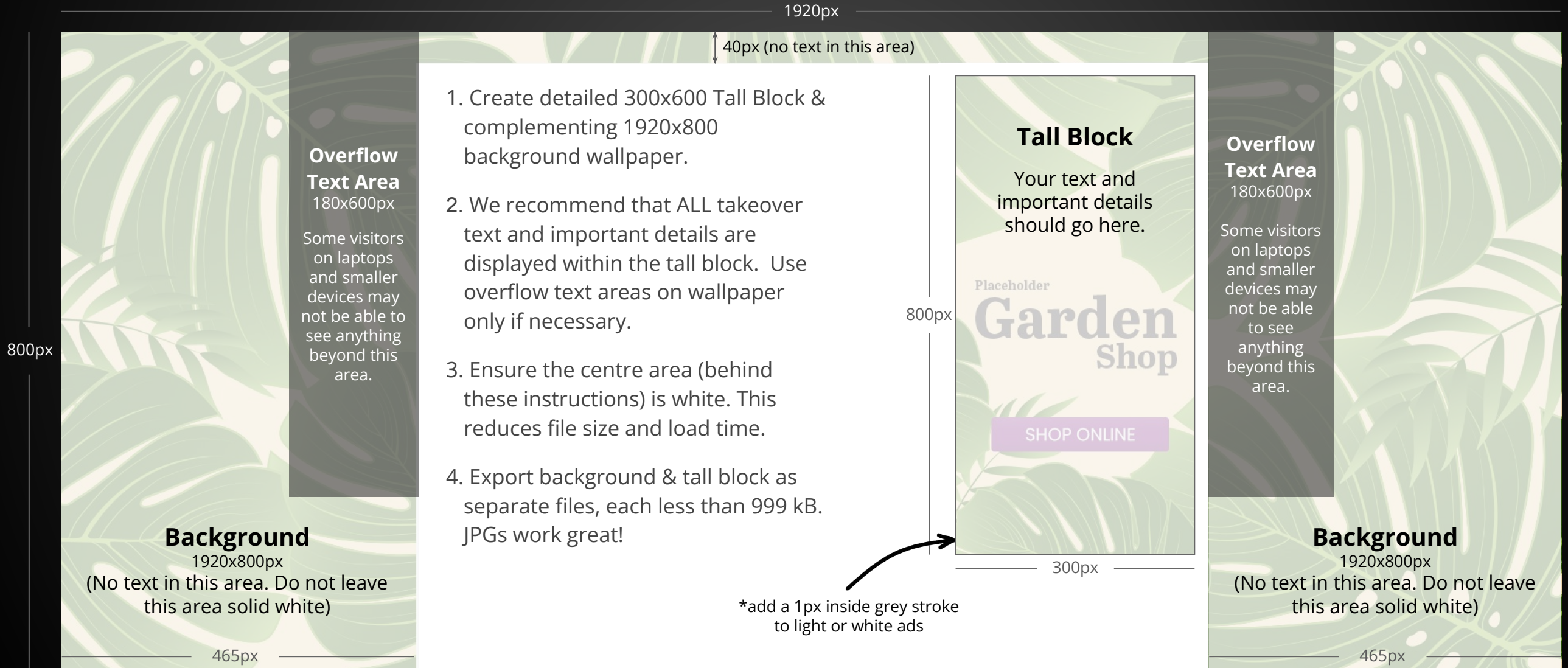
\$10 cpm



*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

TBnewswatch.com

General Inquiries

advertising

advertising@tbnewswatch.com