



WDAY & Forum Communications Company Online Media Kit

wday.com

IN-FORUM

GrandForksHerald.com



WDAY and the Forum have both a regional and national presence. As two of the most read news sites in the region, we target the people you want to reach.

With breaking news updates, Associated Press stories, in-depth local information, special reports, live and local weather, and video on-demand, we are your one-stop source for all the information readers need.

We offer large format and skyscraper advertising and video as a pre-roll ad, or during ABC's primetime programming on WDAY and ABC.com.

Impressions on our websites are guaranteed, and can be placed to run in a specific time period. Plus, we offer the flexibility to buy a single site, or as many as **54** sites throughout the Forum Communication's Family of Broadcast and Newspaper properties.

Advertise with the Forum Communications web properties today—you'll be glad you did.

www.forumcomm.com

Reach more than 2,000,000 users **per month!**

	Unique Users	Monthly pages
■ WDAY.com Traffic	88,512	893,000
■ WDAZ.com Traffic	30,551	227,000
■ In-Forum Traffic	358,000	9.9 million
■ GF Herald Traffic	221,000	4.4 million
■ FCC Total Traffic	2,002,000	28 million

*Google Analytics March 12, 2009

Tiffany Ad



- PREMIRE Placement on every web page
- Animation allowed (15 seconds)
- Linking URL required
- File Size 30K
- Minimum 3 month contract, \$3,000/month

*893,000 page views in February 2009

WDAY.com Newscast Sponsor Ad

The screenshot shows the WDAY.com homepage on Tuesday, February 10, 2009. The top navigation bar includes links for Home, News, Opinion, Life, Sports, Business, Celebrations, Communities, Columns, Obituaries, Hot topics, Moms, Classifieds, and Farmers Forum. A search bar is located at the top right. The main content area features a video player with a GM logo and a WDAY 6 FARGO logo overlaid on it. The video player is circled in yellow. Below the video player is a news article titled "GM cuts 10,000 salaried jobs, trims employees' pay". To the right of the video player is a local weather forecast for Fargo, ND, showing an overcast sky, a temperature of 36°F, and a wind of West 15 mph. Below the weather forecast is a "Radio Stream" button for WDAY AM 970. At the bottom right, there is a "Marketplace Deals" section featuring a deal for "DOZEN VASE READY ROSES FOR ONLY \$22.99!! COUNTRY GREENERY".

- 5-10 second ad that runs before the newscasts
- Permanent logo placement during sponsorship
- Prime Placement on WDAY.com Homepage
- Newscast Sponsor Ad \$1,000

*15,000 impression minimum buy *Prices good on any contracts signed through March

Weather Sponsorship

- Prime Placement on WDAY.com Homepage and Weather page
- Linking URL required
- \$1,000/ month with 3 month contract

The screenshot displays the WDAY.com homepage interface. At the top left, there are links for 'Login | Register' and the date 'Tuesday, February 10, 2009'. The main header features the 'WDAY 6 FARGO' logo and 'News Talk Sports WDAY AM 970'. A search bar is located in the top right, with a 'Search' button and a list of top searches including 'cancellations', 'Weather', 'school announcements', 'SEVEREWEATHER', 'bankruptcy', 'ultig', and 'enderlin'. Below the header is a navigation menu with links for 'Home', 'News', 'Opinion', 'Life', 'Sports', 'Business', 'Celebrations', 'Communities', 'Columns', 'Obituaries', 'Hot topics', 'Moms', 'Classifieds', and 'Farmers Forum'. A secondary menu includes 'Calendar', 'Contact', 'Email Alerts', 'Mobile Alerts', 'RSS Feeds', 'Subscribe', and 'Weather'. The main content area is divided into several sections. On the left, there is a video player showing a GM advertisement. In the center, a 'VIDEO' section is titled 'Brought to you by WDAY 6 FARGO'. On the right, a 'Local Weather' section is highlighted with a yellow circle. This section displays 'Overcast' weather conditions, a temperature of '36 ° F', and a wind speed of 'West 15 mph'. It also includes a 'Forecast | Radar' link and a 'View Weather Alerts' button. The weather section is sponsored by 'TOWN & COUNTRY FINANCIAL CENTER' and 'OnePlace to go'. At the bottom right, there is a 'WDAY AM 970 Radio Stream' button.

Skyscraper Ad

- Starting at \$25 cpm for 15,000 ad impressions
- Size 300 x 600 pixels
- File size 30k
- Animation allowed
- Animation time: 15 seconds
- Linking URL required

*15,000 impressions minimum buy



Large Format Ad

- Starting at \$20 cpm for 15,000 ad impressions
- Size 300 x 300 pixels
- File size 30k
- Animation allowed
- Animation time: 15 seconds
- Linking URL required



*15,000 impressions minimum buy

ABC Video on Demand Commercial

- Starting at \$20 CPM for minimum buys
- 30 Second commercial for online primetime program viewing on www.ABC.com.
- Such as Dancing with the Stars, Desperate Housewives, Grey's Anatomy, LOST
- Option to buy 100% ad spot

*15,000 impressions minimum buy



Email Blast

- With over 250,000 registered users throughout ND, MN, SD and WI, this is an excellent way to get your message across.
- Reach your target market based on age, location and gender.
- Starting at \$300 per blast
- 12,000 guaranteed emails sent out at minimum



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