

## Digital Advertising



**YELLOW PAGE DIGITAL AD**  
200px x 330px

**TILE/ MOBILE AD**  
300px x 250px

## Impression Advertising

Digital Advertising is an affordable way to reach thousands of online readers, and a great way to expand the reach of your print advertising.

The [ellsworthamerican.com](http://ellsworthamerican.com) and [mdislander.com](http://mdislander.com) news sites have a combined 3,200 paid subscribers and 32,500 weekly visitors, amounting to more than 200,000 monthly page views.

For **\$12 per 1,000 impressions**, you can fine-tune your campaign to meet a limited budget or augment your print campaign to expand your audience a bit more.

*Package Advertisers save 50% on impression ads during the run of print ad.*

**BANNER** 1070px x 90px

## Digital Advertising

## eBlast Advertisement

Our e-blasts have a **51.37% open rate** and a **click rate of 10.02%\***

\*In advertising terms, these are phenomenal statistics when the average open rate for a marketing email is 15-25% and the click through rate is about 2.5%.

Interested in something a little more niche? Ask your advertising representative about the possibility of advertising in one of our targeted local eBlasts:

- Breaking News**
- Local Sports**
- Weather**
- Hancock County Obituaries**

### E-Blast Frequency and Price

Publication E-Blast	1 month	3 months	6 months	12 months
The Ellsworth American	\$550	\$525	\$500	\$475
Mount Desert Islander	\$350	\$325	\$300	\$275
EA/MDI Combo	\$800	\$750	\$700	\$650

**E-BLAST BANNER AD**  
600px x 200px



The Ellsworth American & Mount Desert Islander

207-667-2576 • [www.ellsworthamerican.com](http://www.ellsworthamerican.com) | 207-288-0556 • [www.mdislander.com](http://www.mdislander.com)

## Sponsored Content Advertising

**Sponsored Content** allows the advertiser to tell stories, offer information, or provide customer testimonials that help promote a business. Although a single piece of sponsored content can be an effective marketing tool, integrated campaigns that include regularly scheduled new content along with some of our other products are the most beneficial.

All sponsored content options and pricing include BOTH The Ellsworth American and Mount Desert Islander. Sponsored content is viewable by anyone because it is NOT behind our paywall.

**Sponsored Content isn't just a display ad - it's designed to tell your story.**

### Your Sponsored Content Package:

#### Base Publishing Charge:

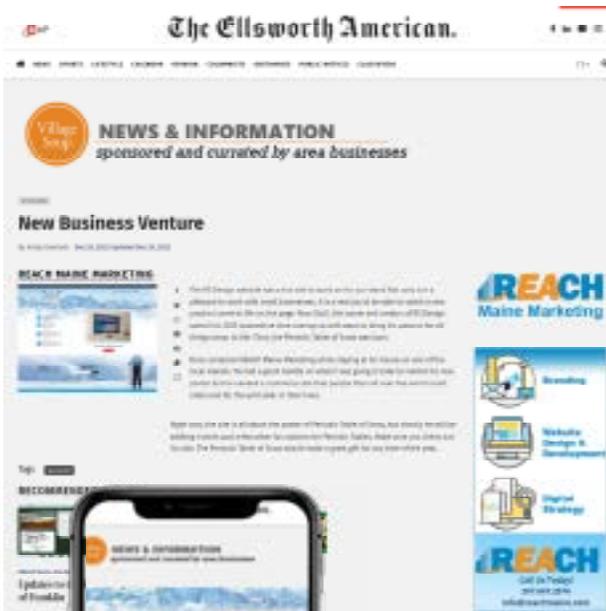
Digital Only	\$400.00/article
Digital & Print Combo	\$200.00/article

These fees cover the digital publication of your content on both ellsworthamerican.com and mdislander.com.

#### Digital & Print Package Options

Print - Full Page (13"x21", approx. 1000 words)	\$2,500.00
Print - Half Page (13"x10.5", approx. 500 words)	\$1,500.00
Print - Quarter Page (7"x9", approx. 300 words)	\$800.00

Each space will include a title, a byline that reads "Courtesy of (your business name)," a small logo, and contact information. To qualify for sponsored content pricing, these ads must consist of at least 80% written content and no more than 20% images.



### Digital Value Add-Ons

#### Custom Landing Pages

Digital Only	\$500.00/year
Digital & Print Combo	\$300.00/year

This page includes a business logo, an area for display ad, space for stories and photos, and can provide a space for video or Facebook feed to be embedded. Pages allow for up to 3 visible stories and an archive for past stories. All sponsored content will be added to this landing page as it is published to the website.

#### Video Embed

Digital Only	\$100.00/video
Digital & Print Combo	\$75.00/video

This option provides for an embedded video from your business's Facebook, YouTube, or other video platform.

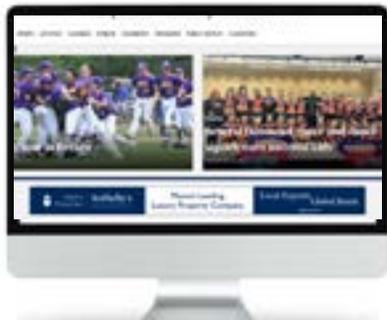
#### eBlast Advertorial

Digital Only	\$300.00/eBlast
Digital & Print Combo	\$200.00/eBlast

We have a VERY engaged audience: our weekly eBlasts reach 15,000 readers and have an open rate of more than 50% and a click rate of more than 14%. We will include up to 3 sponsored content stories in the eBlast per week, meaning space is limited.

**Bring More Attention to your Content!**  
Drive traffic to your sponsored content with tile ads at just **\$30/5,000 impressions**

## Time On Site Advertising



This product offers an exclusive ad location on both our websites for a specific amount of time. These ad locations are at the top of the section pages for:

- Cops & Courts
- News
- Opinion
- Lifestyle
- Sports
- Obituaries

**BANNER** 1070px x 90px

### Time On Site Rates (Per Month)

Ad Placement	1 month	3 months	6 months	12 months
The Ellsworth American	\$180	\$160	\$140	\$120
Mount Desert Islander	\$130	\$120	\$110	\$100
EA/MDI Combo	\$250	\$240	\$230	\$210

## >>> Why Digital? <<<<

The main advantage of digital advertising? Reaching a targeted, local audience in a measurable, cost-effective way. Your presence on a local publication's website can increase brand loyalty and drive online sales.

### Some of the benefits?

- > **Lower cost:** a well targeted campaign can reach the right customers at a much lower cost than traditional marketing methods.
- > **Measurable results:** using web analytics and metrics allows you to establish the efficacy of a campaign. You can see detailed information on how customers are responding to your ad through hover and click rates.
- > **Improved conversion rates:** digital advertising positions potential customers just a few clicks away from making a purchase. No phone call or physical visits to a store – digital marketing can make transactions seamless and immediate.

### Tips for a successful digital campaign:

- > **Stay flexible:** pay attention to local preferences and their shifts. Consider seasonality, local interests and attitudes.
- > **Personalize your content:** create a unique experience for potential consumers. How is your product or offering different from your competitors?
- > **Create a clear call to action:** Hiring? APPLY NOW. Major promotion? SHOP DEALS. Make sure the audience knows exactly what you hope to accomplish from your advertisement.
- > **Link to what's important to your business:** digital advertisement can send potential consumers on an immediate sales journey. Make sure your ad is sending them to a site that makes this journey as seamless as possible.

Some information courtesy of: Hubspot, Better Business Bureau, NIDirect.