

# topix.net

What if you could connect your offer to local audiences, nationwide?

Media Kit

## What is Topix.net?

- The Internet's largest resource for online news
- 320,000 categorized news channels on site and via RSS
- Topix.net is the only site with local news about every ZIP code, public company, health issue, sports team, celebrity and thousands of other topics
- Topix.net crawls over 27,000 news sources including newspapers, magazines, radio & TV stations, weblogs and government sites
- Topix.net uses NewsRank™ technology to deliver relevant headlines around concepts not simple keywords
- Backed by Gannett, Knight Ridder and Tribune

## Why Topix.net?

- The only site to nationwide local ads to specific ZIP Codes
- Provides ability to target audiences by subject or interest
- Offers sponsored content, RSS and standard advertising
- Read by millions of people every month

### News Stats

- 27,000 sources
- 1,500,000 article corpus
- 150,000 articles per day
- 500,000 articles site wide
- 320,000 subject pages
- 32,500 US localities
- 4,200 Canadian localities
- 45,000 celebrity pages
- 8,000 company pages

### Demographics

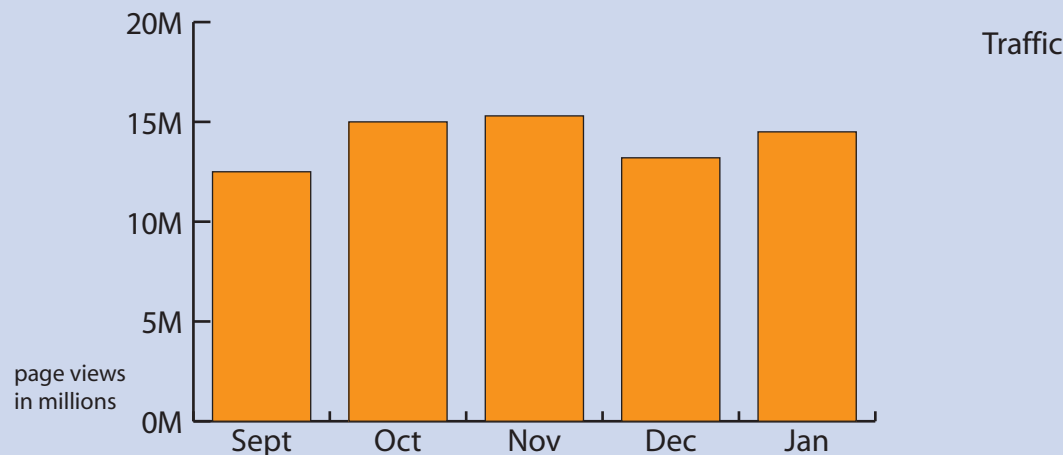
- 65% of users are homeowners
- 83% have a college education
- 58% are married
- 57% earn over \$50k a year
- 20% earn over \$100k a year

Source: Topix.net 2004 User Survey

### Traffic Stats

January 2006

- 15 million monthly page views on site
- 5.3 million Unique IP's
- 300,000 Unique RSS Subscriptions



"KeepMedia has an incredibly rich content product line - and we have the challenge of reaching an equally rich set of highly targeted audiences - our campaign on Topix.net has worked for us very well, out-performing other online advertising venues"

*Doug Herrington, Chief Executive Officer, KeepMedia*



topix.net

Enter ZIP, City or News Search

Advanced Search

Search

All 350,000 Topix | Top Stories | Local | Blogs | US | World | Sports | Business | Entertainment | Health | Tech | Real Estate | Crime | Forums

Featured Placement

**Palo Alto News**  
Local news for Palo Alto, CA continually updated from thousands of sources on the web.  
[Go to the Palo Alto Forum »](#)

Sort by Date

**NEWS FROM San Jose Mercury News**    What's this?

**Two-alarm fire guts Palo Alto home**  
San Jose Mercury News | 20 minutes ago  
A two-alarm fire gutted a three-bedroom house in south Palo Alto late Monday night.  
[Comment »](#)

**Police Blotter**  
a takes about three weeks to get carpool stickers for hybrid cars

**Wall Street Moves West**  
Princeton.com | 22 hours ago | 2 sources  
NEW YORK, Feb. 21, 2006 -- The continued proliferation of Northern California-based public companies combined with ever-changing SEC regulations governing 8K filings have created a need for expert third-party ...  
[Comment »](#)

**East Palo Alto Wants To Hire A Dozen New Cops**  
KSTV San Jose | Yesterday | 2 sources  
EAST PALO ALTO, Calif. -- The East Palo Alto Police Department hopes to add 12 new members to its force.  
[Comment »](#)

**Palo Alto Forum**

Tookie's Funeral Drive Hinderd...	Dr White	18 min
Killif, execution postponed Under...	Realtor	1 hr
Suit filed Against High School's ...	Shane Mathers	3 hr
A Fruit Line for 'Intelligent Des...	Second Thoughts	4 hr
Man accused of killing East Palo ...	none ya	14 hr

[Read all 1424 comments](#) | [Start a discussion about Palo Alto »](#)

**'Date-rape drugs' are in use in area**  
San Jose Mercury News | Yesterday  
About five times a month, San Jose police get calls from women who think somebody put a drug in their drink over the weekend.  
[Comment »](#)

**United Methodist Church Working to Build a New Home on 17th Avenue**  
The Palo Alto Herald | 13 hours ago  
  
While contractors took just eight months to construct a new commercial center at the corner of Sequoia Drive and Trout Gulch Road in Aptos, the building already looks old.  
[Comment »](#)

**Police Caution Residents Regarding Impersonation of Police**  
CITY OF PALO ALTO, Calif. | Thursday Feb 20 | 2 sources  
Palo Alto, CA -- Palo Alto Police caution residents to be aware of an unknown suspect calling residents claiming to be a Police Officer.  
[Comment »](#)

**TICKETS 800.481.6806**

<b>Oakland Athletics</b> Full Season	<b>Cirque Du Soleil - Correo</b> Taylor Street Bridge on Feb 21, 2006
<b>Oakland Raiders</b> Full Season	<b>Brad Garrett</b> Fink Center on Feb 25, 2006
<b>Disney On Ice: Pixars Finding Nemo</b> HP Pavilion at San Jose on Feb 23, 2006	<b>San Jose State Event Center Arena on Feb 26, 2006</b>
<b>Lion King</b> San Jose Center for Performing Arts on Feb 23, 2006	

**Felony Animal Cruelty Charges for East Palo Alto Man**  
Check.com | Sunday Feb 19 | 2 sources  
An East Palo Alto man pleaded no contest to felony animal cruelty charges Friday for intentionally allowing his young pit bull to maul and kill a 12-year-old cat, San Mateo County Deputy District Attorney Steve ...  
[Comment »](#)

**UA men beat Stanford 76-72**  
The Tribune-Citizen | Monday | 2 sources  
PALO ALTO, Calif. -- Hassan Adams broke out of a scoring slump with 23 points and Ivan Radonovic also scored 23 to help Arizona snap a four-game road losing streak with a 76-72 victory over Stanford on Sunday.  
[Comment »](#)

**San Ramon girl recovering after being hit by car**  
San Jose Mercury News | Friday Feb 17  
The 12-year-old girl struck Wednesday by what police say was one of two cars racing down Vantage Parkway continues to recover today following brain surgery and treatment for other internal injuries.



**Forum Activity**

Find local conversations:

**User Stories**  
Goodwill Marathon - Peace Initiative to bring the community together!  
By Mike

[Post article »](#)

**Palo Alto...**

- Cars
- Obituaries
- Hotels
- Weather
- Jobs
- Events
- Real Estate
- Business
- Restaurants
- Move Times
- Shopping

**Ads on this site**

**Ads by Google**

- Redwoodham Vya
- Redwoodham Realty
- Redwoodham Home
- Redwoodham Elder

**Palo Alto city guide by Area/guides**

- Find a Local Lawyer
- Find a Roommate
- Find a Job
- Find a Used Car for Sale
- Find a Lawyer
- Find an Apartment
- Find a Contractor

- Homes for sale in your area
- View Homescope.com hipolview Homescope.com/
- Palo Alto Restaurants
- California Moving Companies
- Find Free Content by Licensed California Moving Companies
- View Homes For Sale Nationwide
- Search the MLS, new homes and foreclosure listings nationwide.
- Free at HomeGain
- Buy Stocks for Just \$4
- Buying or Selling a Home?
- Compare REALTOR® First-Girl competing proposals from 100 local agents. Compare experience, Commission rates and more.
- Free at HomeGain.

Hosted Links

Text Ads

Connecting to a targeted audience online has never been easier.

### Advertising Form Factors

**Text Links** – Contextually relevant placement for advertising or search engine optimization

**Sponsored Content** – Connect users to articles, white papers, press releases, advertorials or other collateral on contextually relevant pages

**Page Sponsorship** – Specific news pages can be chartered by a sponsor



### Available Pages

**Front Page** – The front page displays top stories and draws a cross section of the total Topix.net audience

**Top Level Pages** – High level rollups include Health, Technology, Business, Entertainment, etc.

**Locality Pages** – Targets information to the ZIP code level for 32,500 localities

**Category Pages** – Pages about specific businesses, industries, health conditions, celebrities, sports, music, etc

<b>Text Links Rates</b>	<b>1 month</b>	<b>6 months</b>	<b>12 months</b>
<b>Front Page</b>	\$10,000	\$40,000	\$75,000
<b>All local pages</b> (30k pages)	\$25,000	\$100,000	\$150,000
<b>Run of site</b> (150k pages)	\$50,000	\$200,000	\$300,000
Text links and other custom offerings \$1,000 per month minimum purchase			

## Benefits of Advertising with Topix.net

### **Reach the audience you want**

Target people by interest or location

### **Reach a local audience with locally programmed content**

Customize your message to every local audience

### **Connect your business to people who read their news online**

Reach a highly educated group of people in an expanding market

### **Place your marketing content in front of an interested audience**

Contextually relevant placement validates content

### **Search Engine Optimization**

Micro targeted news pages increase organic search rankings

*"Online newspapers are the dominant online source of local news and are second only to printed newspapers as a primary source of local advertising — better than television, radio and freebie shoppers. Online newspaper users tend to be younger, have higher incomes and are better educated than other Internet users. And compared to online audiences in general, online newspaper readers spend more hours and dollars online."*

*Digital Edge Report  
Newspaper Association of America?*







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