

Extending your reach...

Delivering your message to millions of online users



WWW

Our Audience

thespec.com receives visitors from all over the area. They come to find the day's top headlines, sports, entertainment and business, as well as other local information. Our audience consists of educated and affluent professionals whose loyalty to the site has caused our numbers to grow.

Currently, the SPEC.com averages 3.1-million page views per month**

36% of online newspaper readers are between the age of 18-34.

39% of online newspaper readers are between the age of 35-55.

64% have an average household income of \$60,000 plus

55% are college and/or university graduates

60% are married and 76% are homeowners

Maximize your Impact

Combine the power and reach of The Hamilton Spectator and thespec.com to achieve a results driven cost-effective multi-media advertising solution!

WWW

The Power of a Multi-Media Blend:

Expand the reach of newspaper advertising to a unique online audience.

Enhance the frequency of a newspaper campaign's exposure with thousands of on-line impressions!

Ensure a positive return on advertising dollars.

The Hamilton
Spectator
reaches 335,100
adults 18+
every week!

thespec.com
currently averages
3.1 million
page views
per month!

Leaderboard Campaign

- Banner position at top of all pages throughout site!
- Guaranteed 100,000 impressions per month!
- Link to Advertisers web-site
- Bi-weekly copy changes

leaderboard position

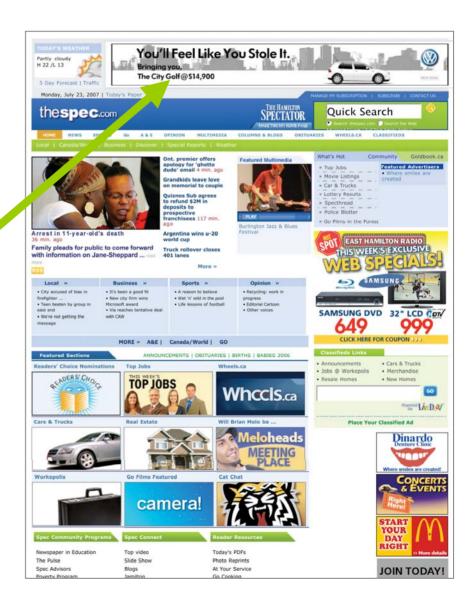
Print&On-Line Bundle:

\$199/week

On-Line Only Pricing:

\$450/week (one month commitment)

\$350/week (three month commitment)



Skyscraper Campaign

- Vertical position at the side of all available pages!
- Guaranteed 100,000 impressions per month!
- Link to Advertisers web-site
- Bi-weekly copy changes

Print&On-Line Bundle:

\$199/week

On-Line Only Pricing:

\$450/week (one month commitment)

\$350/week (three month commitment)

skyscraper position



The Big Box Campaign

- Positioned above the fold!
- Guaranteed 100,000 impressions per month!
- Link to Advertisers web-site
- Bi-weekly copy changes

Print&On-Line Bundle:

\$250/week

On-Line Only Pricing:

\$500/week (one month commitment)

\$399/week (three month commitment)

big box position



Home Page Buttons

- Home Page positioning
- 3 Buttons available
- Over 400,000 impressions per month!
- 3 Month Commitment
- Link to Advertisement or client web-site
- Monthly Click-thru reports

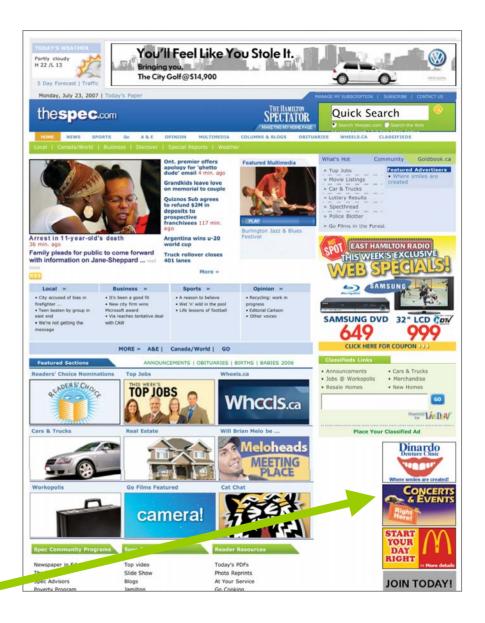
Print&On-Line Bundle:

\$299/week

On-Line Only Pricing:

\$500/Week (three month commitment)

button positions



On-Line Video

- Available on thespec.com home page and all landing pages
- ◆ 15, 30 and 60 second commercials
- News sponsorships available
- Targeted Landing Page positioning

Multi-media video

Print&On-Line Bundle:

\$299/week

On-Line Only Pricing:

\$500/week (three month commitment)

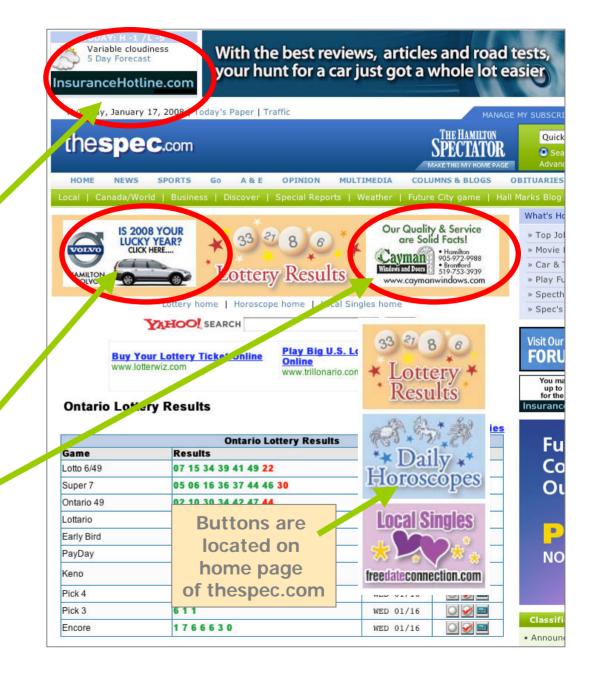


Sponsorship Opportunity

- LOTTERY
- HOROSCOPE
- DATING
- ♦ WEATHER

WEATHER \$299/week

LOTTERY
HOROSCOPE
DATING
\$50/week per spot



thespec.com 2008 ONLINE Advertising Packages

HOME NEWS GO A&E OPINION MULTIMEDIA **COLUMNS & BLOGS OBITUARIES** WHEELS CLASSIFIEDS



3 BUTTONS (Chicklets)

- Size: 160 w x 90 d pixels
- File size: Standard gif/ipeg -25k
- . File size: Rich Media -30k

AVAILABLE FOR

- · Landing pages Home pages, G0, Sports & Jamilton
- Article pages run of site
- · Section/Index pages, Classified pages

PRINT/ONLINE Bundle for Print Advertisers Only

COST: \$299/wk

. combined with print & 3 month contract

ONLINE ONLY Package

for Online Advertisers Only Package A COST: \$500/wk

· min. 3 month commitment

EACH PACKAGE INCLUDES:

- . links to advertiser website
- · change to online ad every two weeks
- · static home page position
- · monthly click-thru report

LEADERBOARD

- Size: 728 w x 90 d pixels
- File size: Standard gif/jpeg -25k
- . File size: Rich Media -30k

AVAILABLE FOR

- Landing pages Home pages, G0. Sports & Jamilton, Article pages - run of site . Section/Index pages
- · Classified pages

PRINT/ONLINE Bundle

COST: \$199/wk

ONLINE ONLY Package

for Online Advertisers Only

Pkg A COST: \$450/wk

· min. 1 month commitment

Pkg B COST: \$350/wk

· min. 3 month commitment

EACH PACKAGE INCLUDES:

- · links to advertiser website
- · change to online ad every two weeks

SKYSCRAPER

- Size: 160 w x 600 d pixels
- · File size: Standard gif/jpeg 15k
- . File size: Bich Media 25k

AVAILABLE FOR

Landing pages - Home pages, G0, Sports & Jamilton . Article pages

- run of site . Section/Index pages
- · Classified pages

PRINT/ONLINE Bundle

COST: \$199/wk

ONLINE ONLY Package

for Online Advertisers Only Pkg A COST: \$450/wk

· min. 1 month commitment

Pkg B COST: \$350/wk

3 month commitment

EACH PACKAGE INCLUDES:

- · vertical position at the side of all pages
- · links to advertiser website
- . change to online ad every two weeks

BIG BOX

- Size: 300 w x 250 d pixels
- . File size: Standard gif/ipeg 20k
- . File size: Rich Media 25k

AVAILABLE FOR

- · Article pages run of site
- . Targets readers of News, Sports,

Opinion & Business

PRINT/ONLINE Bundle

COST: \$250/wk

ONLINE ONLY Package

for Online Advertisers Only

Package A COST: \$500/wk

· min. 1 month commitment

Package B COST: \$399/wk

• 3 month commitment

EACH PACKAGE INCLUDES:

- · links to advertiser website
- . change to online ad every two weeks

VIDEO

- 300 w x 250 d pixels
- **AVAILABLE FOR**
- · Home page.
- · Video Box.
- Landing Page

PRINT/ONLINE Bundle

COST: \$250/wk

ONLINE ONLY Package for Online Advertisers Only

COST: \$500/wk (3 month commitment)

EACH PACKAGE INCLUDES:

- · available on thespec.com
- . 15, 30 & 60 second commercials
- news sponsorships available
- targeted landing page positioning

SPONSORSHIP

- 300 w x 250 d pixels
- AVAILABLE FOR
- · Weather Box
- . Lottery, Horoscope &/or Dating Landing Page

ONLINE ONLY Package for Online Advertisers Only

COST: Weather Box \$299/wk Lottery, Horoscope &/or Dating

\$50/wk per week per spot