

Advertise Online 2008



thespec.com
POWERFUL REACH!

Extending your reach...

Delivering your message to millions of online users

http://



@

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, theSPEC.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!

http://

@

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)

The screenshot shows the Hamilton Spectator website interface. At the top, there is a weather forecast for Hamilton, Ontario, dated Monday, July 23, 2007. Below the weather is a prominent banner advertisement for 'The City Golf' with the headline 'You'll Feel Like You Stole It. Bringing you, The City Golf @ \$14,900'. A green arrow points from the 'leaderboard position' text to this banner. The website features a navigation bar with 'thespec.com' and 'THE HAMILTON SPECTATOR' logo, along with a search bar and various menu options like 'HOME', 'NEWS', 'SPORTS', 'OPINION', 'MULTIMEDIA', 'COLUMNS & BLOGS', 'OBITUARIES', 'WHEELS.CA', and 'CLASSIFIEDS'. The main content area includes news articles such as 'Ont. premier offers apology for 'ghetto dude' email', 'Grandkids leave love on memorial to couple', and 'Quinzos Sub agrees to refund \$2M in deposits to prospective franchisees'. There are also sections for 'Featured Multimedia', 'What's Hot', 'Community', and 'Goldbook.ca'. At the bottom, there are 'Featured Sections' like 'Readers' Choice Nominations', 'Top Jobs', 'Wheels.ca', 'Cars & Trucks', 'Real Estate', 'Will Brian Melo be...', 'Workopolis', 'Go Films Featured', 'Cat Chat', and 'Spec Community Programs'. A large advertisement for 'SAMSUNG DVD 649 32" LCD 999' is also visible on the right side.

JOIN TODAY!

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 screenshot shows the Hamilton Spectator website interface. At the top, there's a weather section and a banner for 'Summer's Here & the Sales are Sizzling!'. Below that is the site's navigation bar with 'thespec.com' and 'THE HAMILTON SPECTATOR' logo. The main content area features a large article on the left with a photo of Cathie Coward, and several smaller news snippets. On the right side, there's a 'Featured Multimedia' section and a large advertisement for 'newhomes' with the text 'Dream. Build. Live.'. At the bottom right, there's a vertical 'Classifieds Links' section with a 'Place Your Classified Ad' button. A green arrow points from the 'skyscraper position' text to this vertical ad area.

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

The screenshot shows the homepage of the Hamilton Spectator website. At the top, there is a weather forecast and a navigation bar. A large advertisement for a Samsung DVD and 32-inch LCD TV is prominently displayed on the right side, with a green arrow pointing to it from the 'big box position' text. The ad includes the text 'EAST HAMILTON RADIO THIS WEEK'S EXCLUSIVE WEB SPECIALS!' and prices of \$649 and \$999. The website layout includes a top navigation bar, a search bar, and various news and multimedia sections.

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)

The screenshot shows the homepage of thespec.com, The Hamilton Spectator. At the top, there's a weather forecast for Hamilton, Ontario, and a large advertisement for a Volkswagen car. The main navigation bar includes sections like News, Sports, and Opinion. Below this, there are featured multimedia articles with video thumbnails, such as 'Ont. premier offers apology for 'ghetto dude' email' and 'Grandkids leave love on memorial to couple'. A green arrow points from the 'Multi-media video' text to a video player on the page. The page also features a 'Top Jobs' section, a 'SAMSUNG DVD' advertisement, and a 'Classifieds Links' section. At the bottom, there are links for 'Spec Community Programs', 'Spec Connect', and 'Reader Resources'.

JOIN TODAY!

Sponsorship Opportunity

- ◆ LOTTERY
- ◆ HOROSCOPE
- ◆ DATING
- ◆ WEATHER

WEATHER
\$299/week

LOTTERY
HOROSCOPE
DATING
\$50/week per spot

Variable cloudiness
5 Day Forecast
InsuranceHotline.com

With the best reviews, articles and road tests,
your hunt for a car just got a whole lot easier

Friday, January 17, 2008 Today's Paper | Traffic

thespec.com

THE HAMILTON SPECTATOR

HOME NEWS SPORTS Go A & E OPINION MULTIMEDIA COLUMNS & BLOGS OBITUARIES

Local | Canada/World | Business | Discover | Special Reports | Weather | Future City game | Hall Marks Blog

IS 2008 YOUR LUCKY YEAR?
CLICK HERE...

Lottery Results

Our Quality & Service are Solid Facts!

Cayman Windows and Doors

Hamilton 905-972-9988
Bramford 519-753-3939
www.caymanwindows.com

YAHOO! SEARCH

Buy Your Lottery Tickets Online
www.lotterwiz.com

Play Big U.S. Lottery Online
www.trillionario.com

Ontario Lottery Results

Game	Results
Lotto 6/49	07 15 34 39 41 49 22
Super 7	05 06 16 36 37 44 46 30
Ontario 49	02 10 30 34 42 47 44
Lottario	
Early Bird	
PayDay	
Keno	
Pick 4	
Pick 3	6 1 1
Encore	1 7 6 6 3 0

Buttons are located on home page of thespec.com

Lottery Results

Daily Horoscopes

Local Singles
freedateconnection.com

3 BUTTONS (Chicklets)

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

AVAILABLE FOR

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

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, GO, Sports & Jamilton, Article pages - run of site
- Section/Index pages
- Classified pages

SKYSCRAPER

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

AVAILABLE FOR

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

BIG BOX

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

AVAILABLE FOR

- Article pages - run of site
- Targets readers of News, Sports, Opinion & Business

VIDEO

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

PRINT/ONLINE Bundle for Print Advertisers Only

COST: \$299/wk

- combined with print & 3 month contract

PRINT/ONLINE Bundle

COST: \$199/wk

PRINT/ONLINE Bundle

COST: \$199/wk

PRINT/ONLINE Bundle

COST: \$250/wk

PRINT/ONLINE Bundle

COST: \$250/wk

ONLINE ONLY Package for Online Advertisers Only

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

ONLINE ONLY Package for Online Advertisers Only

Package A COST: \$500/wk

- min. 3 month commitment

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

ONLINE ONLY Package for Online Advertisers Only

Pkg A COST: \$450/wk

- min. 1 month commitment

Pkg B COST: \$350/wk

- 3 month commitment

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:

- 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

EACH PACKAGE INCLUDES:

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

EACH PACKAGE INCLUDES:

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

EACH PACKAGE INCLUDES:

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

EACH PACKAGE INCLUDES:

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

ONLINE ONLY Package for Online Advertisers Only

COST: Weather Box \$299/wk

Lottery, Horoscope &/or Dating

\$50/wk per week per spot