



PART TWO:

Online—find the fastest growing audience at a good price.

Are you looking to revolutionize your advertising campaign strategy? Newspaper Web sites are where this can happen. From banner ads to digital video, newspaper Web sites can send more potential voters to your site and help you establish a greater awareness of your candidate.

Newspaper Web sites can target and influence your desired audience.

- ★ **CREDIBILITY**—On a typical day, more than 50 million Americans obtain news from the Web and almost 79% of those Internet users say that most or all of the information posted on established news sites, such as nytimes.com, is accurate. That credibility of the newspaper brand extends to their clients.*
- ★ **IMPACT**—Newspaper online content is not simply a “cut and paste” job. Newspapers customize their content to appeal to web visitors who have different habits and expectations than those who prefer the printed product.
- ★ **QUALITY**— Seventy-five percent of advertisers generally said newspaper Web sites’ advertising was as good or better than other Internet sites.**

**WE’RE YOUR GO-TO RESOURCE FOR
NEWSPAPER WEB PLACEMENT!**

MPA is all about quick turnaround—your schedule is our schedule. If you need rates in 24 hours or 3 hours, we can do this without breaking a sweat. To learn more visit www.michiganpress.org or contact Suzanne at 517.372.2424 or e-mail us at printpower@michiganpress.org.

Coming soon... find out how a combined media buy of newspapers’ traditional and online products can extend your reach.



*Pew Internet & American Life Project, 2006

*Center for the Digital Future, 2005

**NAA/MORI Research 2002-2003.

