

ONLINEMEDIAKIT

THE
SKANNER.com
News



mobile at theskannermobile.com
desktop at www.theskanner.com

ONLINE CONTENT

Our website is updated throughout the day with news, sports, entertainment, local shopping, contests and more. Your ad on TheSkanner.com puts you in front of people who are actively seeking local news and information. TheSkanner.com content includes:

NEWS: NORTHWEST, NATIONAL AND GLOBAL

TheSkanner.com is the pulse of the local community, but also offers regional, national and world news. TheSkanner.com has the most up-to-date news and information. Check the website regularly for updates or sign-up to receive email updates of breaking news in your inbox.

ENTERTAINMENT

TheSkanner.com offers Arts & Culture, Music Reviews, Book Reviews, Theatre and Movie Reviews, and a detailed listing of community events.

OPINIONS, EDITORIALS, BLOGS

TheSkanner.com is home to a wide variety of editorial blogs. Local news, sports, politics and neighborhoods are all featured. Site visitors can participate in the online dialogue by posting comments.

JOBS & BIDS

Post Jobs, bids and classifieds and target active and passive job seekers.

VIDEO

Video News is available for visitors to view.

E-MAIL ADVERTISING

We also offer advertising space on our bi-weekly Breaking NewsBlasts. And we have a huge mailing list. By advertising in our NewsBlasts you will culturally target the kind of people who read TheSkanner.com, and Geo-target the Pacific NorthWest

ABOUT US

The Skanner Newspaper is published weekly in Portland, Oregon, and Seattle, Washington.

Established in 1975, The Skanner News Group has advanced the cause of the Black Press in the North Western United States. Through the newspapers and Web site, The Skanner has provided regional and national corporate advertisers a variety of methods to effectively market their products and services to our readers. The Skanner has served the public with timely information in the Portland edition since October 1975 and the Seattle edition since 1990. The publisher is a past two-term president of the West Coast Black Publishers Association as well as a member of the National Newspapers Publishers Association.

READERSHIP

With a readership of 75,000, The Skanner reports News, Entertainment, Business and Sports. Being a part of the print media is an advantage in providing a service to communities today. Our printed editions are a tool for the community to learn about what is happening around , as well as, giving our readers an opportunity to voice their opinion. We consider our on-line version of the newspaper TheSkanner.com to do the same, reaching an even broader audience.

AWARDS

2009- Two first place wins and two third places in the A. Phillip Randolph Messenger Awards.

NNPA merit awards The Skanner snagged first place awards for overall layout and design, and for its entertainment pages.

2008- The Skanner won three more honors.

2006- The Skanner won more A. Phillip Randolph awards.

2002- A. Phillip Randolph award for news writing, coming in as first-place runner up.

1998- First place in Best Use of Photos, Second Place for Best Special Edition for our Minority Business Enterprise Edition and second place for Best Layout and Design from the National Newspaper Publications Association.

SPECIAL EDITIONS

The Skanner Newspaper and TheSkanner.com also produce several special supplements each year.:

January: Dr. Martin Luther King, Jr. Tribute

February: Black History Month Special Edition

May: Career Guide- New Careers and Career Transition

October: The Minority Business Enterprise Week

To place an ad in *The Skanner* phone the advertising department at 503-285-5555 or <mailto:advertising@theskanner.com>

DISPLAY ADS SUBMISSIONS

Online ads can be sent to us in electronic form by Email or on CD in most formats including GIF, JPEG, PDF and Photoshop
Your image must be provided exactly the size of the Zone you have booked
Due Dates: 3 business days prior to start of campaign; 7 business days prior for Rich Media.

ADS WE PRODUCE FOR YOU

If we, TheSkanner, are creating your ad, deadlines include 2 rounds of changes. Additional changes will be subject to extra production charges.
Static Ads: 2 Business Days
Animated GIF Ad: 3-4 Business Days
HTML Splash Page: 4-6 Business Days

The best way to send us your logo is in pdf format, otherwise, a high resolution image file is acceptable. A business card is an inadequate source for a logo due to poor image quality.

Copy must be sent as a text document via email or on CD, in either Microsoft Word or plain text format. Materials will not be returned.

WHOLE PAGE

The Skanner can design a "splash page" for your company. We can create a splash or landing page that your banners can link to. Specifically designed to match your existing promotions, a splash page is a great way to customize your message for an online audience cost-effectively. You cost your digitized print ad with coupons, or collect valuable customer information with a contact form. Width 580 pixels, height variable.

EMAIL MEMBERS

We have 18,000 readers signed-up to receive "The Skanner News Update" a one-page Email blast once or twice a week. By including your banner these can promote your events, sales and special offers.



Leaderboard. 728 x 90 pixels



Medium Rectangle. 300 x 250 pixels

AD SIZES

The Skanner php display zones can carry GIFs, JPGs, animations, external banners and HTML banners.

Each php zone is shared by a varying number of advertisers. However each ad will only change when a reader turns to another page.

LINKS

All online ads are linked to either your web URL or Email address.



Full Banner. 468 x 60 pixels

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Savings
 With our many online savings
 the best deals on products
 every day

FREE Delivery
 on your first order 
 Plus 60 more days **FREE!**
 Learn More >

Leaderboard. 728 x 90 pixels

Zone Name	Size: pixels
Medium Rectangle	300 x 250
Rectangle	180x150
Leaderboard	728 x 90
Wide Skyscraper	160 x 600
Full Banner	468 x 60
Button One	120 x 90



Rectangle. 180 x 150 pixels



Button One. 120 x 90 pixels

TARGETTING

So you can target a particular kind of reader you may have your ad appear in whatever of our 22 sections you chose. Default is all sections.

Also you can target your ads to appear only in certain cities; or within time parameters such as certain days of the week; specific dates; hours of the day.

LEADERBOARD

The Leaderboard zone is different for it heads the entire website. *TheSkanner* leaderboard zone is unique in that it carries five ads that constantly rotate with 20% deliveries. Leaderboard ads appear across the top of every page including the home page so cannot be targeted. File format for leaderboards is static images only.

**IT'S EASY.
 IT'S FAST.
 GET YOUR
 H1N1
 FLU SHOT.**



Learn where to get your
**FREE
 FLU SHOT**
 at www.mchealth.org
 or call the vaccine info line
 at 503-988-4454

Wide Skyscraper. 160 x 600 pixels

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FLASH VIDEO ADS

Rich media advertising using technologies like Adobe Flash are a popular way of delivering engaging banner advertising.

Our php display zones can all carry Flash videos. As we are planning to introduce different sized zones, if you have a flash campaign in another frame size please discuss it with us

CONDITIONS

It's important that flash banners are created based on industry standards

- Play time must not exceed 15 seconds.
- Maximum frame rate 12 fps.
- Keep your file size minimum.

When exporting an swf banner from Flash it helps to set a low version number so that more users can view the banner.

DEADLINE

We'll need 3 days to approve, test and schedule all Flash ads.

OPTIONS

TheSkanner.com can display your Flash file as a **Local WebsERVER** Banner or an **External** Banner.

LOCAL WEBSERVER BANNER

If you give us your banner as a file to put on our Server we offer extra options:

Backup Image – in case a viewer does not have Flash installed you can upload a jpg that is compatible with your banner.

Transparency – we can deliver the Flash banner with 'wmode' option enabled if you want the empty space of the banner to be transparent.

When submitting a flash creative for local it is necessary to include the Flash published SWF file, the backup image, and the source FLA file. We would only use the source file for reference - we cannot modify this for you - if you need changes you must submit a revised file.

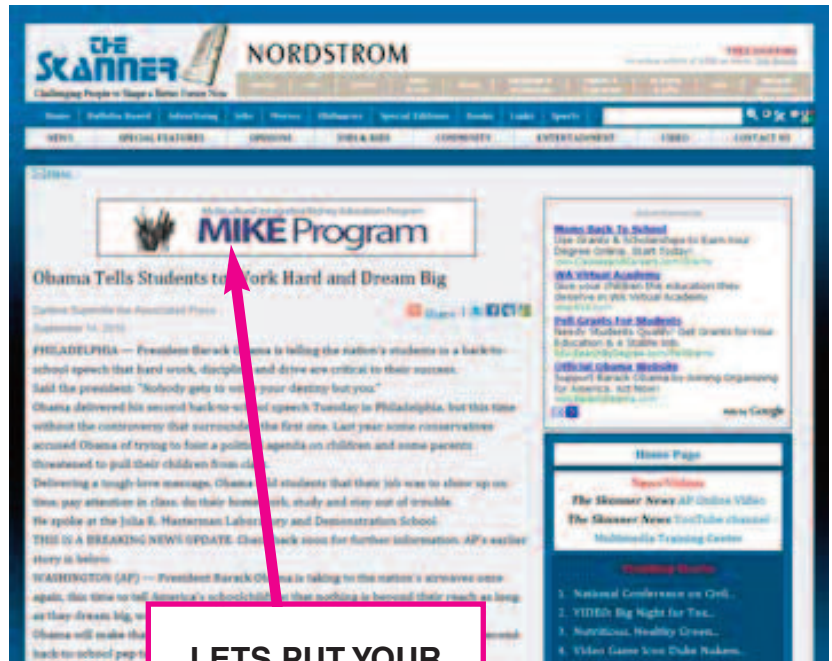
You can send these materials to us by Email or on CD-ROM, but CDs will not be returned.

CLICK TRACKING - LOCAL

Options:

- a. Using clickTAG, the industry standard to track clicks.
- b. Using Hard-Coded Links (i.e. the ActionScript links directly to a URL.

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**LETS PUT YOUR
468 X 60 FLASH
VIDEO HERE!**

EXTERNAL BANNER

If you want us to use an External Banner just give us the external URL of the Flash file.

CLICK TRACKING - EXTERNAL

It's important that flash banners are created based on industry standards to ensure your Flash file can be click-tracked. With externals you can only use clickTAG. Hard-Coded Links cannot work with externals

INCREASE CLICKS AND CONVERSION

52% of people who see an online video ad take an action (such as visiting a web site or making a purchase)
OPA Frames of Reference Study, 2007

REACH THE RIGHT AUDIENCE, RIGHT NOW

SITE STATISTICS IN CONSTANT GROWTH

Each month TheSkanner.com receives over 3,200,000,000 hits, 1,200,000 page views and over 150,000 unique visitors. For advertisers TheSkanner.com provides valuable added reach for more than 60% of our visitors are not newspaper readers. Visitors to TheSkanner.com are not only vast in number, they're the educated, affluent, engaging, web-savvy consumers.

What we have to sell is
INFLUENCE...
 ...with people who spend more than **\$750 billion** annually!

ONLINE DEMOGRAPHICS

- **Gender: Male 51 % Female 49%**
- **Median Age: 40 (Younger than the average print newspaper reader)**
- **65 percent have household incomes of \$55,000 or more**
- **64 percent have college degrees**
- **45 percent access TheSkanner.com via High Speed Connection (Cable, DSL, T1)**

BENEFITS OF ADVERTISING IN THE SKANNER.COM

- TheSkanner.com is the leader in local news and information
- TheSkanner.com has a new look and feel!
- Up to date news and information
- Video Ads and Pod casts
- Interactive Ads
- E-mail Blasts
- Blogs and more



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89%



research online before purchasing

Source: Marketing Vox, January 7, 2008 <http://www.marketingvox.com/online-at-work-audience-a-prime-target-for-advertisers-035679/>, Orniture Site Catalyst, September 2008; Forrester State of Retailing Online 2007; Nielsen NetView, September 2008

THESKANNER.COM

89% OF CUSTOMERS RESEARCH ONLINE FIRST, BEFORE MAKING THEIR FINAL IN-STORE PURCHASE

The Internet has created a new shopping paradigm - Research Online, Buy Offline. Eighty-nine percent of people research online before they make their final purchase at a "brick-and-mortar" store. Local retailers therefore directly benefit from exposure on TheSkanner.com.

Your business can benefit with our

- Customized sale and event e-mail blasts to customers near your business
- Lead-generating online ad campaigns
- Online contests and grand opening campaigns
- Online coupons for your business

Contact Our Sales Department To customize your campaign today

<mailto:advertising@theskanner.com>

Or phone:

Advertising Department • 503-285-5555

or

Publisher • Bernie Foster, 503-285-5555 ext 500