



Alaska Dispatch

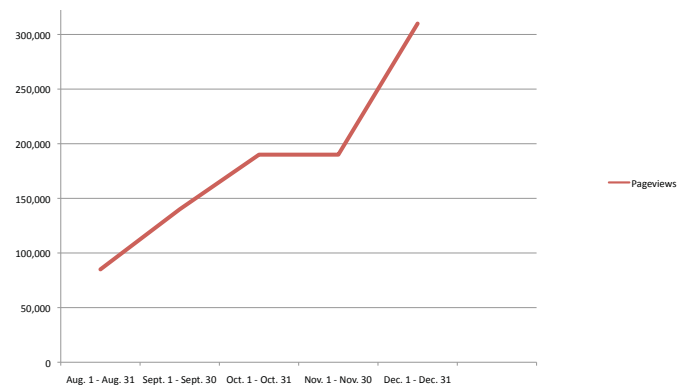
What is the AlaskaDispatch.com?

AlaskaDispatch.com is the online news source reporting on statewide news, opinion and culture. Our award-winning journalists deliver in-depth reporting on all issues in Alaska.

Visitors Overview

- 77,000 unique visitors (Jan. 1 to Jan. 31)
- 924,723 monthly impressions (Jan. 1 to Jan. 31)
- 1,155,000 pageviews (August 2009 to January 2010)
- 570,000 visitors (August 2009 to January 2010)
- 3 minutes reader time on site
- 20 to 30 percent monthly growth rate

August 2009 to January 2010



Who are the AlaskaDispatch.com readers?

They're active. Loyal. Smart. Decision makers in Alaska.

Our readers are responsive and responsible residents of a greater community—a complex world, which they strive to learn about.

Friends, Fans and Registered Users

- 2,000 registered Web site users
- 1,500 newsletter subscribers
- 2,762 Facebook friends
- 814 Twitter followers

Alaska Dispatch



The simplest way to access statewide news

Our audience appreciates and trusts our unique combination of professional reporting with citizen journalism.

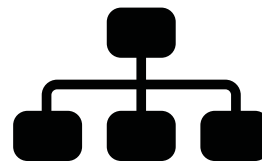
Based on Survey Results

as of Jan. 27, 2010



Income of Readers

21% 0 - \$50,000
 31% \$50,000 - \$99,999
 33% +\$100,000
 15% Not reporting



Age of Readers

4% 0 - 25
 31% 26 - 45
 64% 46 - 65
 11% 66 - and up



Education of Readers

7% High school or less
 25% Some college
 37% College graduate
 31% Graduate degree



Gender of Readers

54% Male
 46% Female



Readership

58% Read the Dispatch daily
 24% Read the Dispatch weekly or more

Choose the size that's right for you.



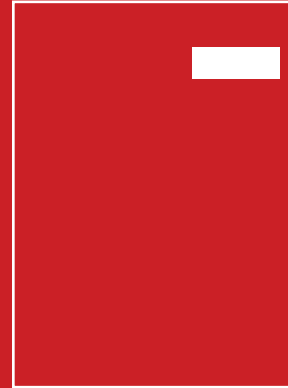
About other advertising locations:

- Sponsored pages
- Video advertisements
- Page peel back



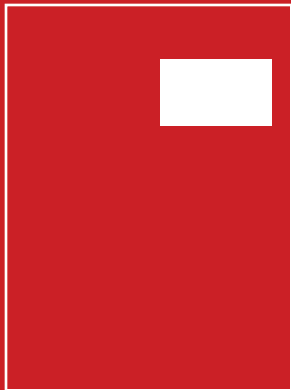
728x90

- Section Page only
- Banner Ad
- Top



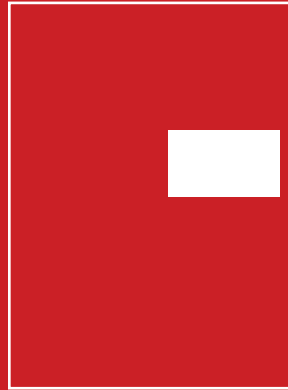
225x75

- Homepage or Section
- Right Side
- Leader Board



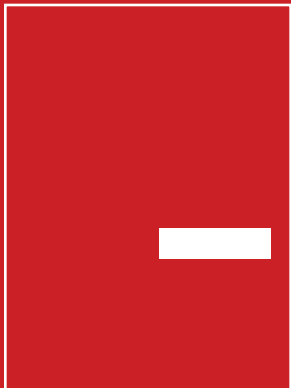
300x250 A

- Homepage or Section
- Right Side
- Prime Location



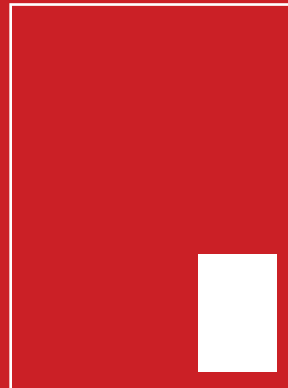
300x250 B

- Homepage or Section
- Right Side
- Great Placement



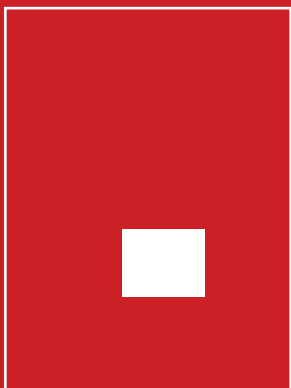
300x100

- Homepage or Section
- Right Side
- Budget Saver



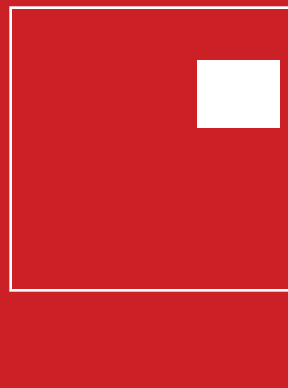
300x500

- Section Page only
- Right Side
- High Visibility



200x150

- Homepage or Section
- Bottom
- Under the Alaska Beat column



Newsletter 200x150

- 6 Newsletters sent daily
- Over 1,500 newsletter subscribers

Online Advertising Guidelines

AlaskaDispatch.com offers rich and unique advertising for an online news-magazine reporting on statewide news, opinion and culture hosted on a dynamic Web site. More importantly, through AlaskaDispatch.com, you are able to reach a highly targeted audience that closely fits the profile of your potential customer. A variety of text and graphic advertising formats are available; the specifications for all ad types are below.

General Guidelines

- All Flash and .swf files must include a .gif or .jpg
- Animation is limited to first 15 seconds, looping is unlimited within 15 seconds.
- Use animation carefully: Keep animation smooth and fluid, using slow motions and gentle fades. Fast and abrupt motion has been shown to be highly irritating.
- Each ad campaign may use up to six (6) banners that rotate. (This helps reduce “ad fatigue”, and allows A:B testing).
- Do not include an embedded click-through url on any rich media formats (i.e. Flash or .swf files). Due to our advertising reporting structure the AlaskaDispatch.com will record the ads click-through with a seperate system.

File Guidelines

Ad Size	Formats	Pages	Max. File Size
227x25	all	Homepage, Non-home	75k
728x90	all	Non-home	30k
300x250	all	Homepage, Non-home	30k
300x100	all	Homepage, Non-home	75k
200x150	all	Homepage, Non-home	75k
300x500	all	Non-home (based on space)	75k