

Want to make an impact?

Visit your target market where they work, shop and play with DailyCamera.com, BroomfieldEnterprise.com, ColoradoDaily.com and BuffZone.com. **The stats:**

- A full 93% of market adults access the internet monthly ... that's 172,800 adults.
- 154,900 Boulder-Broomfield adult surf the web every day.
- Our sites attract more than 3 million page views and more than 550,000 unique visitors monthly.
- Our sites have more than 200,000 registered users, and that number grows by about 1,000 every month.

E-mail coupons delivers targeted reach at its best. More than 50,000 adults have opted to receive e-mail advertising from the Camera. These are active, eager consumers ... just waiting to hear from you. You can select the entire database, or target by interests, geography, gender, income or age.

Investment: \$75 cpm for e-mail blast to entire database or an additional \$10 cpm for each targeted option

Size: 650 pixels x 700 pixels

Scheduling : 10 days prior to launch; art due 5 days prior; subject to availability.

Minimum send: 2,000

Targeting Options:

Interests including automotive, boating, books, cooking, decorating, electronics, entertainment, gardening, golf, health and fitness, home improvement, music, outdoor activities, shopping, sports, stocks, technology and the Internet, travel.

Geography by zip code.

Demographics including gender, income range, age range.

Local Knowledge. Total Coverage.

Call your advertising consultant or 303.473.1272.



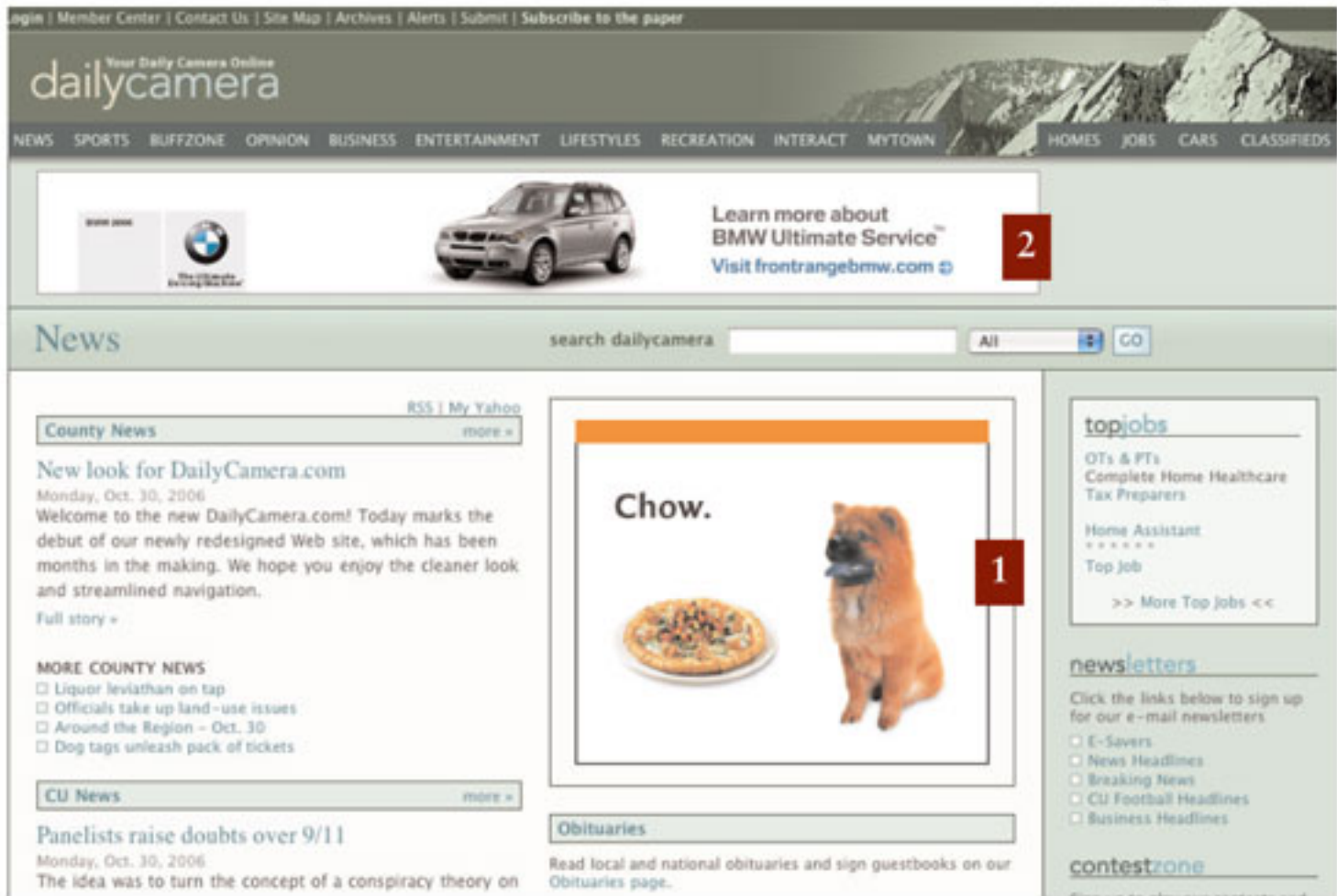
e-mail coupon

Your offer will arrive in the e-mail boxes of up to 50,000



banner positions

Whether your online advertising is designed to drive customers to your retail locations, send them to your Web site or increase your top-of-mind awareness, your **advertising** belongs on DailyCamera.com, ColoradoDaily.com, BroomfieldEnterprise.com and BuffZone.com. Target specific news stories/features, sections, sites, reader demographics, time of day or day of week.



1. Big Box - ad location on all pages
Ad size: 300 pixels by 250 pixels

	CPM
Home Page	\$35
Targeted Sections, inside pages30
Run of site25

2. Leaderboard - ad location on all interior pages
Ad size: 728 pixels by 90 pixels

	CPM
Targeted Sections, inside pages	\$25
Run of site20

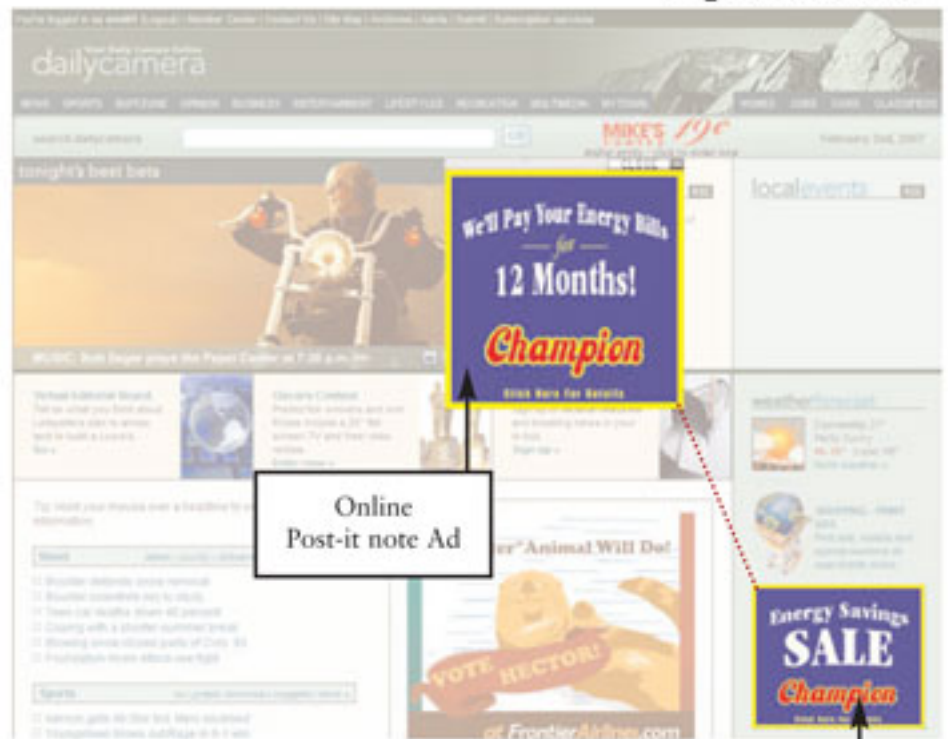
Online post-it notes provide high visibility and immediate impact like no other advertising vehicle. They are great for coupon offers, special events, grand openings and new product offerings. Post-It Notes average 18,891 impressions.

Investment: \$300 per day, subject to availability

Size:
Post-It Note - 300 pixels x 250 pixels
Fly-out ad - 180 pixels x 150 pixels

Scheduling and materials: 5 business days prior to run date

e-post it note



Your e-post it note will appear on the front page, top center, of the Web site for three seconds with a fly-out to a banner ad in the right-hand rail, offering a direct link to your Web site. The e-post it note offers three impressions per day, per unique user. The fly-out ad remains on the site all day.

Fly-out ad

The **Online Event Package** packs a wallop ... your investment includes:

- One e-post it note with an exclusive run on the home page, up to 30,000 impressions.
- 20,000 Big Box run-of-site impressions with up to three days of great coverage. Additional impressions can be purchased for \$15 cpm within seven days of the first run.

Investment: \$600, subject to availability

Online contests have been gaining momentum – and popularity – for the past several years, particularly in our wired market. Exclusive sponsorships are available for various placements, content, sections and contests. Take advantage of this unique, targeted advertising opportunity. Sponsorships are available for NCAA March Mania, NCAA College Bowl, PGA Golf, NFL Football and NASCAR racing and include:

- Naming rights (i.e., Joe's Diner U-Pickem March Mania)
- Online ads on the entry page, as well as throughout our Web sites
- In-paper ads in the Camera and Enterprise

Racing Challenge – February – November, \$300 per month

College Basketball – March – April, \$300 per week

GrandSlam Golf – April, June, July & August, \$300 per month

Pro Football – September – February, \$300 per week

College Bowls – December – January, \$300 per week

Our online consumers are voracious consumers ... 74% have shopped or purchased online in the past 30 days ... half have done so in the past seven days!

Eight-of-10 are:

- Dining out each month
- Hiking, camping, rock climbing
- Going to community events and festivals
- Traveling

Seven-of-10 are shopping for:

- men's and women's clothing and accessories
- office supplies
- sporting goods and equipment
- books, music, video and DVDs
- auto repair services
- furniture and home furnishings

Six-of-10 are shopping for:

- lawn and garden supplies
- home improvement supplies
- arts, fabric, hobby and crafts
- computer hardware/software
- electronics

online contests

The image displays three overlapping screenshots of online contest websites. The top screenshot is for 'U-Pickem March Mania', featuring a 'Pick Your Winner!' section and a '2005 College Basketball Tournament' section. The middle screenshot is for 'Golf's Grand Slam', featuring a 'Pick Your Winner!' section and a 'You Could Win a \$500 Gift Card' section. The bottom screenshot is for 'RACING Challenge', featuring a 'Pick Your Winner!' section and a 'Welcome to our Auto Racing Challenge' section. A vertical banner on the left side of the bottom screenshot reads 'feed the whole office.' The websites include various navigation links, promotional banners, and contest details.

Online advertising is affordable, trackable and effective. Call your account executive or 303.473.1272.

Placement is not guaranteed.

The publisher may pre-empt any advertising with a higher-paying CPM campaign at any time. This could include a short-term pre-emptive break, or a break in the entire campaign schedule. The contract advertiser will have first right of refusal to match the higher CPM rate. Any pre-empted campaign will be fulfilled when inventory becomes available.

Advertising design requiring more than two hours of design/development time will be billed at \$50/hour.