

STEAMBOAT TODAY

(Rates effective Dec. 1, 2011)



SteamboatToday.com is Steamboat Springs' most popular local website with more than 10,000 users and 30,000 pageviews each day. About 30% of the site's traffic is from Steamboat Springs and another 30% comes from the rest of Colorado. About 40 percent of all traffic comes from outside Colorado with four states — California, Texas, New York and Illinois — generating more than 1,000 users on the site each day. Traffic on the site has increased more than 20% and advertising has increased more than 40% in the past year.



ExploreSteamboat.com is an online business directory and tourist information guide. More than 700 people use the site every day, including over 100 people per day from California, Texas, New York, Illinois and Florida. Colorado accounts for 56% of the site's traffic. The site gets more than 50,000 page views per month and is highly optimized for search engine results related to Steamboat Springs and Routt County. Nearly 70% of the site's traffic comes from search engines such as Google, Yahoo and Bing.

Be Social.

If you're looking to tap into the ever-growing social media market and grow your fan base, but just don't know how to make it happen, leave it to the experts at Steamboat Today Media Group. Our own social media accounts have strong followings, and we want to use our experience and expertise on behalf of your business. Our Be Social package helps you target this important audience and offers a consistent presence across the two largest platforms in social media — Facebook and Twitter — as well as the popular local website ExploreSteamboat.com.



HotSteamboatDeals.com offers unbeatable, money-saving local offers for things to do, see, eat or buy in Steamboat. For advertisers, it's an unbeatable way to reel in new customers. Each Hot Deal offer is emailed to more than 5,000 subscribers, and it's promoted in the Steamboat Today newspaper and online at SteamboatToday.com, ExploreSteamboat.com and Facebook. For no upfront cost, Hot Steamboat Deals offers more than \$2,000 in marketing value — plus new customers. And you can't put a price tag on them!



SteamboatHomefinder.com is Steamboat's leading real estate news and information website with 300 users and 1,000 pageviews each day. 25% of the site's traffic comes from Steamboat Springs, another 25% comes from the rest of Colorado, and another 25% comes from destination resort markets such as California and Texas. The site is the primary outlet for data on real estate sales in Routt County, and provides a full listing of properties for sale in the Steamboat Springs multiple listing service.

Each time an ad appears on a page, it is considered an "advertising impression." Each web page on SteamboatToday.com contains multiple advertisements and thus multiple advertising impressions are delivered each time a web page loads. Advertising impressions can be specifically targeted to reach specific users based on geography, day and time and other factors. There is no additional charge for this service; however, it is subject to availability.

50,000 IMPRESSIONS

	12-month Contract	6-month Contract	3-month Contract	Open Rate
Premium Banner	\$700	\$800	\$900	\$1,000
Interactive Video Ad	\$550	\$650	\$700	\$750
Leaderboard	\$500	\$600	\$650	\$700
Masthead	\$450	\$550	\$600	\$650
3/4 Banner	\$350	\$450	\$500	\$550
Right Rail	\$300	\$400	\$450	\$500
Story Inline	\$250	\$350	\$400	\$450

75,000 IMPRESSIONS

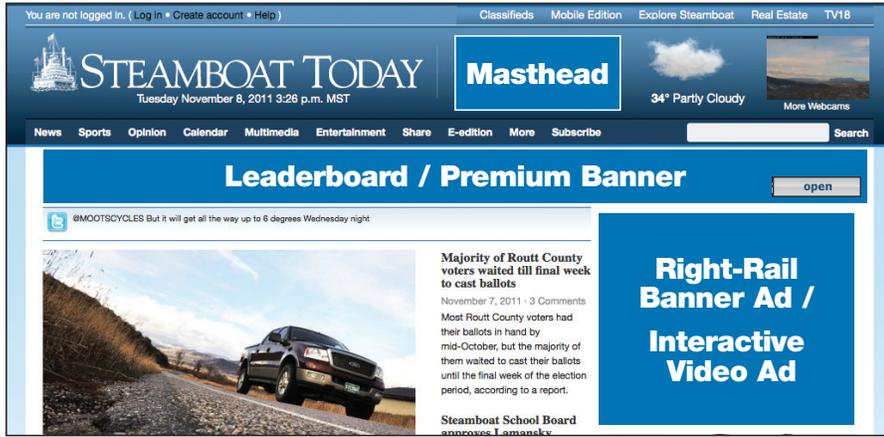
	12-month Contract	6-month Contract	3-month Contract	Open Rate
Premium Banner	\$975	\$1,125	\$1,275	\$1425
Interactive Video Ad	\$750	\$900	\$975	\$1,050
Leaderboard	\$675	\$825	\$900	\$975
Masthead	\$600	\$750	\$825	\$900
3/4 Banner	\$450	\$600	\$675	\$750
Right Rail	\$375	\$525	\$600	\$675
Story Inline	\$300	\$450	\$525	\$600

100,000 IMPRESSIONS

	12-month Contract	6-month Contract	3-month Contract	Open Rate
Premium Banner	\$1,200	\$1,400	\$1,600	\$1,800
Interactive Video Ad	\$950	\$1,100	\$1,200	\$1,300
Leaderboard	\$800	\$1,000	\$1,100	\$1,200
Masthead	\$700	\$900	\$1,000	\$1,100
3/4 Banner	\$500	\$700	\$800	\$900
Right Rail	\$450	\$600	\$700	\$800
Story Inline	\$350	\$500	\$600	\$700



OUR MOST POPULAR OPTIONS

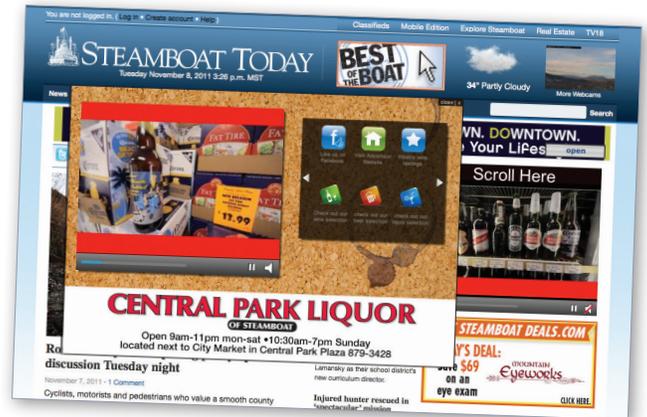


BENEFITS TO ADVERTISERS

- Drive traffic to your website, ExploreSteamboat.com listing or Facebook page with a link from your ad.
- Choose whom you want to see your ad — out-of-state users, locals or both.
- Receive a weekly report with feedback on how your ad is performing.
- A professional designer will build your ad at no additional charge.
- Display videos, photos, products, services or coupons in your ad.
- Build your social media fanbase or an email database with your ad.

INTERACTIVE VIDEO ADVERTISING

We're excited to announce our newest online option, interactive video ads. These video ads give advertisers the opportunity to get results up to 10 times greater than banner ads. The ads not only include a video that draws immediate attention, but when a user scrolls over the ad, a window opens that allows the user to watch the video or interact with several "widgets," or buttons. Each button can be used for a specific purpose — Email this video! Share this on Twitter! Like us on Facebook! The list of standard widgets is extensive, but if you don't see the one you want, we can make a custom widget just for your business! Plus, the entire ad is trackable. We'll send you a weekly report detailing how users are interacting with your video ad and its widgets.



OTHER ADVERTISING OPPORTUNITIES

WEATHER/WEBCAM

- Based on 16,000 page views — \$125 per month. (6-month contract)

MOBILE SITE ADVERTISER ON M.STEAMBOATTODAY.COM

- Minimum purchase of 10,000 impressions — \$100 (6-month contract)

MILESTONES PACKAGE

- Obituaries, couples and births (based on 14,000 page views) — \$100 per month (6-month contract)
- Events pages can be added for an additional \$25 per month

ONLINE CLASSIFIEDS

Online classifieds are consistently among the most-viewed pages on SteamboatToday.com and CraigDailyPress.com. This is your chance to be an exclusive sponsor of one of our six classifieds categories. All prices include a minimum number of impressions for a flat, monthly fee. A six-month contract is required, with the exception of Garage Sales, which requires a three-month contract.

- Employment (based on 50,000 page views) — \$300 per month
- Real Estate (based on 5,000 page views) — \$50 per month
- Rentals (based on 30,000 page views) — \$125 per month
- Merchandise (based on 10,000 page views) — \$75 per month
- Automotive (based on 5,000 page views) — \$50 per month
- Bottom Banner (based on 125,000 page views) — \$500 per month
- Garage Sales (based on 5,000 page views) — \$50 per month (3-month contract)



The Boathouse Pub 970-879-4797 ★★★★☆ Write a review

Email Business 609 Yampa Street, Steamboat Springs, CO 80487 **Opens today at 3 p.m.**

Reviews
Photos
Products
Coupons

Subscribe to coupons

Videos

Email business

Is this your business?

Report a problem



Business hours

Sunday	11:30am	9:00pm
Monday	3:00pm	9:00pm
Tuesday	3:00pm	9:00pm
Wednesday	3:00pm	9:00pm
Thursday	3:00pm	9:00pm
Friday	3:00pm	9:00pm
Saturday	11:30am	9:00pm

Additional Info Closing times vary. Weekend Lunch 11:30-2. Dinner served @ 5pm. Happy Hour 3-6

Ads & Coupons

- Boathouse Pub** Wednesday is IRISH Night!
Whether you're Irish or not, stop on by!
- Boathouse Pub** Monday is Open Mic Night!
Come on down to the Pub!
- Boathouse Pub** Trevor G. Potter and Free Drinks!
Tuesdays at the Boathouse Pub

See more

Enhanced Listing

An enhanced listing on ExploreSteamboat.com includes:

- Unlimited SEOs and keywords to optimize search engine (Google) and ExploreSteamboat.com search results
- A bold, distinguished listing with "Best Bet" tag
- Completely built site with unlimited photos, description, product & service information, video, ads, coupons, events and more
- Social media networking for your business via blog, Facebook, and Twitter to our 1,850 fans
- ExploreSteamboat.com marketing support from the Steamboat Pilot & Today via print, TV, and radio, mobile
- Eligibility to participate in contests to promote your business
- Ongoing web support for site updates and changes.
- Mobile website and smartphone app included!

Cost — \$149 per month

Food & Dining

- American
- Asian & Sushi
- Banquet Rooms
- Barbeque
- Breakfast
- Burgers

- Catering
- Coffee & Tea
- Deli
- Desserts & Sweets
- Fine Dining
- Grocery Stores

- Italian
- Mexican
- Personal Chef
- Restaurants
- Specialty Food & Markets
- Steakhouse



Big House Burgers and Bottle Cap Bar 970-870-8500 ★★★★☆

2093 Curve Plaza, Steamboat Springs

See reviews of this restaurant Big House Burgers & Bottlecap Bar is located on the west end of Steamboat Springs, Colorado. Big House Burgers specializes in high quality burgers made ...

Category/Search Featured Business

Enhanced listing featured at the top of its category and search results (e.g., Travel and Accommodations)

Cost — \$199 per month

Arts & Entertainment

Bars & Clubs, Movies, Film, & Video, Events, Venues, Video Stores, more

Automotive

Auto Dealers, Parts & Accessories, Car Washes, Gas Stations, Towing & Wreckers, more

Beauty & Fitness

Barbers, Beauty Salons, Day Spas, Fitness & Exercise, Nail Care, Tanning Salons, more

Business to Business

Advertising, Organizations, Energy, Engineers, Industrial, Laboratories, Newspapers, Pharmaceuticals, Vending, more



Moving Mountains Chalets (Steamboat Lodging) 970-870-9359

155 Anglers Drive, Steamboat Springs

Home Page Featured Business

Enhanced listing plus rotating ad among five slots on ExploreSteamboat.com's homepage and a slot on SteamboatToday.com's homepage.

Cost — \$225 per month

All-Inclusive Package

The All-Inclusive Package includes the Enhanced Package with the Homepage and Category/Search Featured Listings.

Cost — \$250 per month — **A \$25 savings!**



Be Social.

Plug your business in to online word of mouth.

Are you asking yourself...

How do I tap into this important market? What are my connections, followers and fans saying about me? Which social sites are most important to my business? What can I do to encourage customers to refer me to their networks? How can my blog promote my business? What content will keep my followers engaged? How do I find time for yet another online marketing vehicle?

Leave it to the experts.

If you're feeling overwhelmed, let Steamboat Today Media Group help you use social media to promote your business! Our own social media accounts have strong followings, and we want to use our experience and expertise on behalf of your business. Social Media accounts for nearly 25% of internet-users' time (more than any other websites) and is therefore a key factor in forming an effective marketing strategy. Our **Be Social** package helps your business achieve this and offers a consistent presence across the two largest platforms in social media — Facebook and Twitter — as well as the popular local website ExploreSteamboat.com.

The Be Social package includes:

- 1 300-word blog per month, posted on ExploreSteamboat.com and linked to on Facebook and Twitter.
- A minimum of 5 Facebook wall posts per week
- Photos, contests, surveys and welcome pages to engage fans and increase followers
- An Enhanced Listing on ExploreSteamboat.com
- A monthly report with statistics including the number of "Fans" and "Followers" your business has acquired
- Workshops to help you manage your online image
- If your business is on Twitter, a minimum of 5 tweets per week

A one-year commitment is required, and the cost is \$349 per month.

à la carte Options:

Video

For only \$299, Steamboat Today will film and edit a basic 1- to 2-minute video featuring your business! We'll post the video to Facebook, ExploreSteamboat.com, SteamboatToday.com and YouTube. You will be given full rights to the video, too, so you can use it how you wish.

'Raw' Video Package

For only \$199 per month, Steamboat Today will shoot and produce one 30-second video with minimal editing and three 15-second raw form videos per month featuring your business! We'll post the videos to Facebook, ExploreSteamboat.com and on YouTube. You will be given full rights to the videos, too, so you can use it how you wish. The Raw Video Package requires a 6-month commitment.

E-mail marketing

For \$150 per month, Steamboat Today Media Group will help you build an e-mail database and will send two professionally written and designed email marketing blasts per month on behalf of your business. Get great feedback, including how many people opened the e-mail! We'll also suggest ways to help you grow your list of email subscribers.

Yelp!

For \$29 per month, we'll help you manage and protect your online reputation on Yelp!, a popular website that allows users to review their experiences at your business. We'll monitor your presence there, and help you respond to any poor reviews in a timely and professional manner.

facebook

explore
STEAMBOAT.COM

yelp

twitter

Constant Contact®

YouTube

New customers. Guaranteed.

What's in it for my business?

HotSteamboatDeals.com is an unbeatable, money-saving local offer for things to do, see, eat or buy. For advertisers, it's an unbeatable way to reel in new customers.

Instant action. A Hot Deal offer is e-mailed to subscribers every Monday, Wednesday and Friday. These deals are heavily discounted to spur action – 50 to 80 percent off. Consumers can purchase the offer that day only and redeem it up to a year in the future, like a gift card.

Far-flung exposure. In addition to e-mail distribution, the Hot Deal is shared with our Facebook fans and Twitter followers. The Hot Deal website – HotSteamboatDeals.com – is promoted daily on the print and online front pages of the Steamboat Today. The promotional value of this program exceeds \$2,000. There's also good, old-fashioned word of mouth: Hot Deal users are quick to share their favorite offers with friends and family, further increasing your brand awareness.

Long-term impact. The Hot Deal delivers eager consumers to your door. Once they have a taste of your products and services, they'll return again and again.

Zero upfront cost. Our payment is a portion of the sales from each Hot Deal offer sold. We process all transactions and direct deposit your share of the revenue into your account (50 percent the day after your deal closes and 50 percent within 30 days).

The Hot Deal delivers an intensely local marketing opportunity backed by the power of Steamboat Today's reach – in print, online and beyond. Call 970.871.4235 today to reserve your Hot Deal.

The marketing reach of Steamboat Today

For TWO days, your deal will be featured:

- On HotSteamboatDeals.com
- In an email sent to more than 5,000 subscribers
- On SteamboatToday.com
- On ExploreSteamboat.com
- On multiple pages of Facebook.com
- On the front page of the Steamboat Today newspaper
- In a quarter-page ad inside the Steamboat Today



Frequently Asked Questions

What are the standard restrictions on a Hot Deal?

Hot Deals may not be redeemed for cash, and must be used in one visit. They must also have an expiration date that complies with all state and federal rules governing gift cards.

May I add additional restrictions to my Hot Deal?

Yes. Please submit a list of restrictions to the Hot Deals staff.

How do I get paid?

Steamboat Today has partnered with Second Street Media. Second Street Media collects customer payment, distributes the Hot Deal vouchers and will either direct deposit your portion of the sales into your account or mail you a check.

How does the Today make money?

We keep a portion of the revenue from each Hot Deal offer sold and send you the rest.

How long does a deal last?

48 hours, unless you are featured on a weekend or holiday. We may also feature week-long deals for higher-end, more targeted products like golf, travel, etc.

It works!

97 percent of businesses who participate in these programs want to do it again.

Nine out of 10 said that coupon purchasers have become regular customers. *Source: Groupm*

Do I get to pick the day my offer is featured?

We will pick the day of the week that best fits the product and/or service you're offering. We must ensure our subscribers receive an array of services and features, therefore, we reserve the right to manage offers in the pipeline. We use past trends to determine the best placement for each offer. We will inform when your offer will publish so that you have time to prepare.

Who writes the description about my business?

Can I suggest talking points?

We take care of all the copy. We do this to ensure that every offer is engaging. If there is some specific or unusual point you would like to include, you are more than welcome to suggest it to us.

Can I get the mailing list from you so I can use it later?

Our privacy policy restricts us from sharing our email list with third parties.

How will I know how many people purchased my deal?

We will email you the results of your deal within 24 hours after the deal closes. You can also watch real time at HotSteamboatDeals.com.



STEAMBOAT Homefinder.com

Why SteamboatHomefinder.com?

SteamboatHomefinder.com is Steamboat's best comprehensive real estate website. There's something for everyone — buyers, sellers and Realtors — at SteamboatHomefinder.com.

Steamboat Homefinder includes:

- A fully searchable database of all properties listed for sale in the Steamboat Springs MLS
- Complete information on every real estate sale in Routt County
- Updated real estate news and information from the Steamboat Pilot & Today
- SteamboatHomefinder.com will be widely marketed within our products — online, on TV, in the newspaper and in our magazines

Minimum contract is 3 months. Premium sponsor must commit to 1-year contract. Premium Sponsor receives logo placement in all print newspaper and magazine promotion of SteamboatHomefinder.com.

Options for Advertisers

- Premium Sponsor \$1,000/month
Home-page center spot, bottom banner, right-rail
- Category Sponsor \$250/month
An exclusive ad on the category page and a right-rail banner ad
- Right Rail \$200/month
Advertisements along the right rail of every page
- Featured Property \$50/month
Slideshow on SteamboatHomefinder.com



ASK ABOUT ADVERTISING IN OUR OTHER PRODUCTS



MECHANICALS

All ad sizes are in pixels. Gifs are the preferred file type, and RGB is the preferred color mode.

- Premium Banner ad — 960-by-600
- Leaderboard — 960-by-60
- Masthead — 187-by-80
- 3/4 Banner — 460-by-100
- Right Rail/Interactive Video Ad — 300-by-250
- Story Inline — 160-by-380
- Classified Sponsor/Milestones Advertiser — 728-by-90

BY THE NUMBERS

- **71 percent** of Steamboat Today readers use our website every week or more.
- **45 percent** of Steamboat Today readers said they visited our website yesterday.
- Our websites have just as many daily users (**10,500**) as we have daily newspapers.

CONTACT US

- call 970-871-4218
- fax 970-879-2888
- email advertising@steamboattoday.com