



DIGITAL DISPLAY SOLUTIONS

LET'S CAPTURE THE AUDIENCE

on themercury.com, junctioncityunion.com

Digital Display Ads

Let's Get Technical: A type of online advertisement that combines text, images, and a URL that links to a website where a customer can learn more about or buy products. There are many ad formats. These ads can be static with an image or animated with multiple images, video, or changing text (also called rich media ads).

ROS (Run of Site) - \$12 per 1,000 impressions shown

Let's Get Technical: A run of site (ROS) campaign is a campaign where ads can be placed on any area of a given website. These broader campaigns represent a choice based on lower cost and more marginal visibility, rather than more specialized campaigns where an ad has to be placed in a specific area of the page.

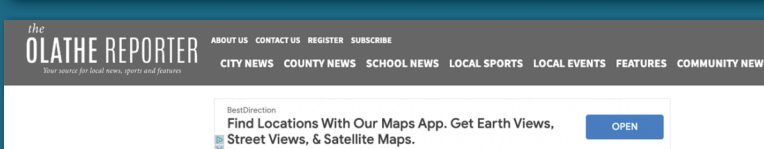
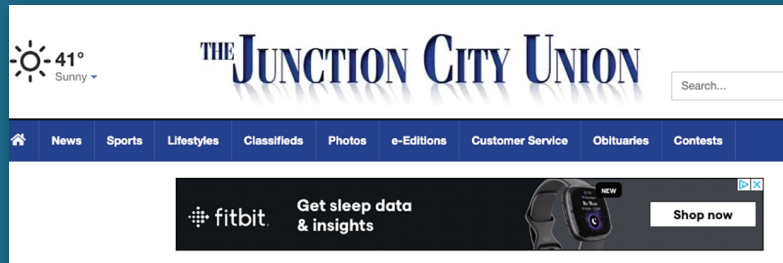
Targeting Options - Add'l 20% for each level, 3 levels available, Geography, specific pages within website and device level targeting

Let's Get Technical: Targeting helps you build expressions that determine how and where ads serves. Targeting narrows who sees ads and helps you reach your intended audience or demographic.

SOV (Share of Voice) - 25% of all impressions available - \$300 per month, or \$250 per month with 6 month agreement

Let's Get Technical: Share of voice (SOV) is a measure of the total impressions available that your brand owns compared to other advertisers on **www.pottcotimes.com** and **www.olathereporter.com**. It acts as a gauge for your brand visibility and how much you dominate the conversation in your community.

Contact your marketing specialist today!





DIGITAL SOLUTIONS

CONNECT WITH CUSTOMERS

Mercury Marketing provides your business with the most effective digital solutions to reach your target audience online through their television, computer, or mobile device. Each solution offers a different way to target your audience and meet them at home or in their business.



DIGITAL DISPLAY ADS:

Have your message seen on **TheMercury.com, JunctionCityUnion.com, and PottCoTimes.com**. Your business will be seen by visitors throughout their time on each website.

TARGETED DISPLAY:

Use **search and key word targeting, site retargeting, interest targeting, and geofencing** to provide hot leads for your company and bring more customers through your door.

PAID SOCIAL ADS:

Serve your ads on **Facebook, Messenger, and Instagram** and get in front of an engaged and relevant audience.

SEARCH ENGINE MARKETING:

This tool guarantees that your business will be **located on the top of the first search page on Google**. Your homepage as well as any other specific webpages you would like to highlight during your campaign can be easily accessible to your audience.



EMAIL MARKETING:

Reach your audience directly by having **dedicated email blasts** from your business delivered to their inbox.

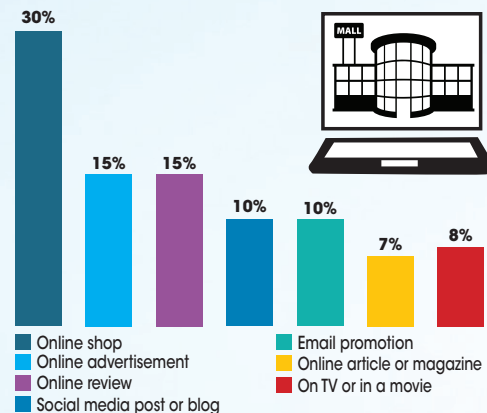


PREROLL VIDEO:

Play your **:15 or :30 second ad before video content** across the internet. Targeted to users that are searching for content related to your product or service.

CONNECTED TV:

Play your **:30 second ad before premium video content** on Smart TVs in households across your target geography. Connected TV advertisements **cannot be skipped** so you are guaranteed that your target audience will receive your message.



95% of consumers cited at least one or more of these channels as a source of initial awareness

SEATON PUBLISHING RATES

EFFECTIVE OCTOBER 11, 2022

THE MERCURY MANHATTAN, KANSAS

Publishes Print: Tuesday, Thursday, Saturday*
Online Only: Monday, Wednesday, Friday, Sunday
Deadline: 2 - 3* business days prior to publication
Distribution: Daily- 3,500; Saturday- 4,000
Rates: Daily- \$13.65 per column inch
 Saturday- \$15.23 per column inch
 OR Contract rates
Color: 25% (minimum \$75 and maximum \$250)
Same Wk Frequency Discount: 2nd: 10%, 3rd: 15%
Full Page Bulk Rate Discount: 15%



Total Market Coverage Publication
Publishes: Tuesday
Deadline: Wednesday prior by 5:00 pm
Distribution: 20,000
Rates: \$7.00 per column inch OR Contract rates
Color: 25% (minimum \$150 and maximum \$225)
Full Page Bulk Rate Discount: 15%

INSERT RATES:

The Times or Junction City Union full run flat rates
 1-8 pg - \$80
 10-20 pg - \$100
 22-30 pg - \$150

The Mercury or Smoke Signal (TMC) Pages Price for tab sizes

1-4 pages \$70 per 1000
 6-8 pages \$75 per 1000
 10-12 pages \$80 per 1000
 14-24 pages \$85 per 1000
 26-48 pages \$90 per 1000
 50-64 pages \$95 per 1000
 66-72 pages \$100 per 1000
 Request a quote for more.

Zoning available:
 Smoke Signal
Full run only:

JC Union, Times, Mercury

THE JUNCTION CITY UNION

Publishes: Tuesday
Deadline: Thursday prior by 5:00 pm
Distribution: 1,000
Rates: \$5.25 per column inch OR Contract rates
Color: 25% (minimum \$75 and maximum \$150)
Full Page Bulk Rate Discount: 15%

THE TIMES POTTAWATOMIE COUNTY, KS

Publishes: Thursday
Deadline: Monday prior by 12:00 pm (Noon)
Distribution: 1,000
Rates: \$5.25 per column inch OR Contract rates
Color: 25% (minimum \$75 and maximum \$150)
Full Page Bulk Rate Discount: 15%

COMBO RATES: Run the same ad in multiple publications & get a bigger discount!

2 Publications: 20% off entire buy // **3 Publications:** 25% off entire buy // **4 Publications:** 30% off entire buy

Publication	Weekday Print 1/16	Weekday Print 1/8	Weekday Print 1/4	Weekday Print 1/2	Ultimate Display 1/4	Ultimate Display 1/2	WildCat 1/16	WildCat 1/8	WildCat 1/4	WildCat 1/2	3 County Audience 1/16	3 County Audience 1/8	3 County Audience 1/4	3 County Audience 1/2
Manhattan Mercury	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Times of Pottawatomie County	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Smoke Signal											X	X	X	X
Junction City Union	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Total Cost	\$ 126.79	\$ 266.25	\$ 515.60	\$ 1,065.02	\$ 575.60	\$ 1,185.02	\$ 326.75	\$ 554.16	\$ 1,080.76	\$ 1,976.66	\$ 477.72	\$ 871.21	\$ 1,694.73	\$ 3,244.85
	All 3, 30% off	All 3, 30% off	All 3, 30% off	All 3, 30% off	All 3, 30% off	All 3, 30% off, 5K Imp	All 3, 30% off, 10K Imp	All 3, 30% Off, 10k Imp, + Sat	All 3, 30% Off, 20k Imp, + Sat	All 3, 30% Off, 20k Imp, + Sat	All 3, 1 TMC, 10k Imp, Sat	All 3, 1 TMC, 10k Imp, Sat	All 3, 1 TMC, 20k Imp, Sat	All 3, 1 TMC, 20k Imp, Sat