

ABQJOURNAL.COM



ONLINE EDITION
OF THE ALBUQUERQUE JOURNAL

2009

INTERACTIVE ADVERTISING
MEDIA KIT

ABQJournal.com averages 279,000* unique visitors monthly (up 11%), 2,370,000* page views monthly (up 5%), serves 22,000,000 impressions monthly, and positions as the top-visited website in the Albuquerque/Santa Fe metro areas and the state of New Mexico.

*Google Analytics 9/08

BANNERS*

Placement/Size (Monthly)	Home	Premium	ROS
Wallpaper Re-Skin <i>background image</i>	\$5,000	N/A	N/A
Expanding Billboard (1,000x300) <i>retracts to 1,000x30 fixed pencil leave-behind; capped at 2 per user/session; serves approximately 25,000 combined impressions daily</i>	\$3,500 <i>\$500/day minimum</i>	\$2,400 <i>News only \$400/day minimum</i>	N/A
Leaderboard (728x90)	\$1,500	\$600	\$400
Mid-Page Leaderboard (728x90)	\$1,200	N/A	N/A
Tab Big Box (300x250) <i>all Homepage tabs above the scroll</i>	\$1,200	N/A	N/A
Big Box (300x250)	\$1,000	\$450	\$300
Video/Audio Upgrade (300x250)	\$250	<i>Added to cost of Big Box above; wrapper provided. See specifications.</i>	
Skyscraper (160x600)	\$1,000	\$450	\$300
Tile (180x150)	\$500	\$375	\$250
Micro Bar (88x31)	\$350	\$300	\$200
Tab Sponsor Bar (468x60) <i>positioned on a tab top of Homepage</i>	\$1,125 <i>exclusive</i>	<i>Opportunities include News, Sports, Biz, Entertainment, Weather & Traffic</i>	
ABQNews Seeker Sponsor (260x60) <i>Homepage position, day-parted; includes "sponsored by" link on story pages</i>	\$1,200 - \$2,500	<i>Opportunities include Monday, Tuesdays, Wednesday & Thursdays, and Friday-Sunday (serves approximately 15,000 daily)</i>	
Homepage Roadblock <i>Includes 728x90, 300x250 & 160x600 exclusively</i>	\$1,200/day	<i>One day per week only (serves approximately 45,000 daily)</i>	



Premium Placements include News (National, Metro ABQ, NM State & AP), Business, Sports, and Classifieds (Autos, Real Estate, Jobs); ROS placement includes affiliate Journal newspapers, Arts & Ent., Dining, Health, Home, Garden, Food, Movies, Opinions, Outdoors, Politics, SciTech, Schools, Travel, Weather & Traffic, and Wheels. *Monthly banner Impressions are not guaranteed—although every effort is made to monitor and insure advertisers receive equitable impressions. All rates are net to Albuquerque Publishing Company and subject to NM State Sales Tax @ 6.75%.

CPMS

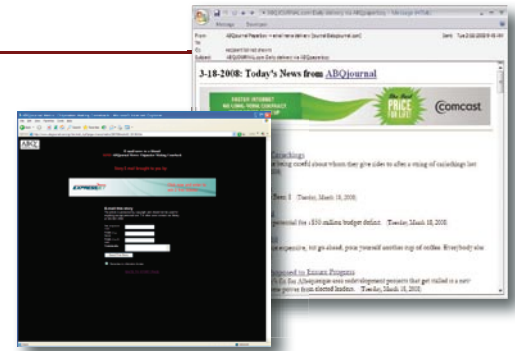
Guaranteed impressions. Cost is based on rate* x 1,000 impressions.

Placement	Ad Type	Rate per 1,000 Impressions	Price Breaks
Home <i>Front Page</i>	Expanding billboard	\$25.83/\$23.48/\$21.13	75/175/250
	Fixed Pencil leave-behind	\$7.04/\$5.87/\$4.69	215/435/650
	Leaderboard	\$15.26/\$12.91/\$10.56	100/250/400
	Mid-Page Leaderboard	\$11.74/\$10.56/\$9.39	100/250/400
	Big Box	\$11.74/\$10.56/\$9.39	100/250/400
	Big Box Video/Audio Upgrade <i>(minimum 100,000 impression buy)</i>	\$14.67/\$13.20/\$11.73**	100/250/400
	Skyscraper	\$11.74/\$10.56/\$9.39	100/250/400
	Tile	\$9.39/\$8.21/\$7.04	100/250/400
Premium <i>News (National, Metro ABQ, NM State, and Associated Press), Business, Sports, and Classifieds (Auto, Real Estate, and Jobs)</i>	Expanding billboard	\$17.56/\$14.93/\$12.70	50/150/200
	Fixed Pencil leave-behind	\$7.04/\$5.87/\$4.69	185/350/500
	Leaderboard	\$11.74/\$10.56/\$9.39	75/225/375
	Big Box	\$9.39/\$8.21/\$7.04	75/225/375
	Big Box Video/Audio Upgrade <i>(minimum 75,000 impression buy)</i>	\$11.74/\$10.26/\$8.80**	100/250/400
	Skyscraper	\$9.39/\$8.21/\$7.04	75/225/375
	Tile	\$8.21/\$7.04/\$5.87	75/225/375
ROS <i>Affiliate Journal newspapers, Arts & Ent., Dining, Health, Home, Garden, Food, Movies, Opinions, Outdoors, Politics, SciTech, Schools, Travel, Weather & Traffic, and Wheels</i>	Leaderboard	\$9.39/\$8.21/\$7.04	50/100/150
	Big Box	\$8.21/\$7.04/\$5.87	50/100/150
	Big Box Video/Audio Upgrade <i>(minimum 50,000 impression buy)</i>	\$10.26/\$8.80/\$7.33**	100/250/400
	Skyscraper	\$8.21/\$7.04/\$5.87	50/100/150
	Tile	\$7.04/\$5.87/\$4.69	50/100/150

*All CPM rates are net to Albuquerque Publishing Company and NM State sales tax of 6.75% is included in the CPM price. Discounts on Page 3 do not apply to CPMs - price breaks only.
**Video/Audio upgrade CPMs include Big Box plus up-charge.

E-MAIL SPONSOR OPPORTUNITIES

Sponsorship	Price
"E-mail Story to a Friend" Sponsor (728x90 or 300x250 only) ABQJournal.com News Story Forwarding Service; approximately 7,500 unique users monthly.	\$1,500/mo
"Paperboy" Sponsor (728x90 or 300x250 static images only) ABQJournal.com Daily e-Scripton. Headline and breaking news delivered to 1,350 opt-in subscribers daily.	\$1,500/mo



VIDEO

AdFare	Duration	Bandwidth	Price
Text Link Video. Online ads enhanced by adding photographs and a professional voice-over with stock video footage or repurposed broadcast TV ads. Ads opens custom player window, which includes a headline, logo, contact information, text message and hyperlinks to websites, e-mail, coupons, and more. Scripts up to 700 words; select male or female voice—or use your own. Supply photos or use stock photos. Production included in price and hosted by AdFare.			
Visitor selects text link. Customer player opens and video begins.	Weekly (7 days)	20 gb	\$150
	Monthly (30 days)	40 gb	\$250
Video Banners. Incorporate true video to play within a banner ad. Repurpose broadcast television ads and play online for a fraction of the cost of television. Stock video is available or use photographs and a professional voice-over at no additional cost. Video banners can be produced in standard sizes such as 300x250 and 728x90. Banners are embedded and begin load and play on page open.			
Embedded video on Premium Landing Page (News, Sports, Biz or Classifieds). Video loads and begins on page open.	Monthly (30 days)	40 gb	\$250 + banner ad (see Page 1 for monthly banner rates)



Magnify	Duration	Length	Price
Pre-Roll Video. Advertiser supplied. Repurpose broadcast TV ads or supply flash movies. Video advertisements proceed news stories. Includes companion ad (300x250) to left of video wrapper, which continues to appear as news video runs. Conversion services available at nominal or no charge.			
Pre-roll video and 300x250 companion ad	Monthly	15 seconds	\$500
	Monthly	30 seconds	\$750



Rotating Video Big Box	Duration	Length	Price
Rotating Video - Site Wide-NEW! More than embedded video on a single page—repurpose broadcast TV or flash movie ads and run site wide on ABQJournal.com. Video wrapper provided. Purchase choice of banner ad and zone, add up-charge for video/audio player and additional bandwidth. Conversion services available at nominal or no charge. * 300x250 available at this time; inquire about additional sizes.			
Video or Flash Movie	Monthly	up to 30 seconds	\$250 + banner ad (see Page 1 for monthly banner rates)



Ultramercial	Duration	Length	Price
<p>Video Gatekeeper. Allows consumers access to premium news content; a full-screen engagement subscription gatekeeper viewed at story page level by non-subscribing website visitors; 24-hour access granted after visitor watches commercial. Average CTR 7.08%, Average Completion Rate 82.9%, Average time of engagement 77 seconds and 8 minutes on website. GREAT STATS!</p>			
Advertiser-provided video	Monthly	Any bandwidth Up to 50 seconds	\$500



ABQ CAREER MARKETPLACE

Local reach with national exposure; affordable and effective online recruitment solution powered by CareerSite.



Package	w/o Print*	w/Print
Starter: 1 company profile, 1 recruiter desktop, 3 job postings per month, and unlimited resume downloads	\$350/month	\$250/month
Silver: 1 company profile, 1 recruiter desktop, 10 job postings per month, and unlimited resume downloads	\$900/month	\$650/month
Gold: 1 company profile, 1 recruiter desktop, 25 job postings per month, and unlimited resume downloads	\$1,350/month	\$1,000/month
Single Post: Single Job Posting (online only)	n/a	\$225/month

* Purchase display advertising in a print publication and receive discount.

AD UNIT SPECIFICATIONS

- In-Page units.** Formats accepted include GIF, Animated GIF, JPEG, HTML, Java, JavaScript, Flash (up to 18fps), and Rich Media. Average file size 40k, 3-loop limit, and :15 sec—request exact specifications for details.
- Expanding/Retractable units.** Formats accepted: GIF, Animated GIF, JPEG, HTML, Java, JavaScript, Flash (up to 18fps), and Rich Media; Expanding Billboard max file size: 50k—all others 40k on initial load and up to 1.2mb additional on polite load, 3-loop limit, :10 sec max; All units must be user-initiated on mouse-over or click. Expanding Billboard may launch on page open and must retract on mouse-out or within :10 sec. Expanding Billboards must expand down. Skyscraper and Big Box units must expand left. All expanding units require clearly labeled Close button. All expanding units must work with iFrames—include iFrame tags with creative in order to be viewed correctly. Expanding Billboards must be capped at two (2) per user/per session.
- Video:** 4:3 aspect ratio recommended; suggested size 300x240 to fit in standard 300x250 with bottom-landing controls. Start/Stop and Volume On/Off controls required; :30 sec max. Conversion services available at nominal or no charge.
- Audio:** All audio must be user-initiated with clearly labeled Mute and/or Stop buttons and defaulted to audio “Off” on start.

DISCOUNTS, FEES & EXCLUSIONS

- Exclusive & Roadblock placement available; up-charge applicable and accepted case-by-case.
- Special campaign placement, CPM, and impression-based campaigns accepted case-by-case.
- Third Party servers accepted—Albuquerque Publishing Co. will NOT pay fees.
- All published prices herein are NET to Albuquerque Publishing Co. and NM state sales tax of 6.75% is applicable to all advertising as deemed by NM state law.
- Dealer rates: add 50%
- Text Links, 5 Link minimum, \$200.00 each
- Discounts (may NOT be combined):
 - * Frequency: 3-months = 10%, 6-months = 15%, 12-months = 25%
 - * Multiple Ad Discount: 10%
 - * Print + online combo: 10% with display ad—up to 25% depending on print contract—ask your representative for more information.

Demographic Profile: ABQJournal.com Visitors

GENDER

Male 34%
 Female..... 66%

AGE

18 to 24 22%
 25 to 34 20%
 35 to 44 15%
 45 to 54 24%
 55 to 64 13%
 65+ 6%

MARITAL STATUS

Married 66%
 Single 26%
 Widowed, divorced,
 legally separated 8%

EDUCATION

High school graduate 27%
 Some college 30%
 College graduate/
 post grad work or degree 43%

EMPLOYMENT

Employed full time..... 49%
 Employed part time 21%

OCCUPATION SUMMARY

White collar 62%
 Blue collar 8%

RACE/ETHNICITY

White..... 42%
 Hispanic 51%
 Other 7%

HOUSEHOLD INCOME

Less than \$25,000 6%
 \$25,000 - \$34,999 9%
 \$35,000 - \$44,999 10%
 \$45,000 - \$74,999 32%
 \$75,000 - \$99,999 25%
 \$100,000 - \$149,999 10%
 \$150,000+ 9%

TENURE

Home owner 78%
 Renter 20%
 Other 2%

HOUSEHOLD SIZE

One to two 30%
 Three to four 46%
 Five to six 20%
 Seven+ 3%

CHILDREN

Under 17 in household 47%
 12 to 17 in household..... 19%

MARKET VALUE OF HOME OWNED

Less than \$100,000..... 3%
 \$100,000 - \$149,999 16%
 \$150,000 - \$199,999 11%
 \$200,000 - \$249,999 14%
 \$250,000 - \$299,999 9%
 \$300,000+ 26%

Comparative Profile: Major News Websites in the Albuquerque Metro Area and as Compared to Top 5 Most Visited Websites in the U.S.

Website	U.S. Traffic Rank ¹	WWW Traffic Ranking ²	New Mexico Ranking	Average Monthly Page Views ¹	Average Monthly Unique Visits ¹	Sites Linked ^{2,3}	
Top 5 WWW Sites	Yahoo	1	1	-	5,148,084,574	126,243,282	76,894
	Google	2	2	-	3,222,463,553	125,808,416	328,120
	AOL	3	3	-	1,335,046,480	57,757,749	15,165
	YouTube	4	4	-	345,005,832	62,587,380	86,611
	MicroSoft	5	5	-	272,838,878	54,986,430	77,328
Top News Websites in New Mexico	Albuquerque Journal	11,263	75,497	1	1,398,513	168,585	1,050
	KOAT TV (ABC)	13,308	81,743	2	331,406	161,313	194
	KOB TV (NBC)	14,400	98,925	3	249,234	108,731	418
	The Santa Fe New Mexican	14,450	175,179	4	966,244	94,286	174
	KRQE TV (CBS)	14,655	150,408	5	194,388	84,462	314
	Las Cruces Sun Times	19,429	114,680	6	386,662	60,395	288
	KNME TV (PBS)	192,847	2,024,409	7	20,702	5,369	1

Footnotes:

Traffic Rankings are determined by highest number of monthly page views and unique visits. The more page views and unique visits, the higher the ranking, 1 being best.

¹ **Statistics compiles from Quantcast.com.** Quantcast is world's only open internet ratings service. Quantcast measures data and compiles reports on millions of websites and services. Quantcast combines directly measured audience data with panel-based estimates to deliver accurate third-party metrics and easy-to-read profiles on digital media properties. Go to www.quantcast.com for more information.

² **Statistics compiled from Alexa.com.** The Alexa Web Information Service (AWIS) powered by Amazon.com's Internet Services makes Alexa's vast repository of information about website traffic and structure of the web available to developers. Alexa computes traffic rankings by analyzing the Web usage of millions of tool users. AWIS makes internet's data on Web sites available to researchers and website developers. The various operations offered as a part of AWIS include URL Information, Web Search, Browse Category, and Crawl Meta Data. Go to www.alexa.com for more information.

³ Sites linked to and from a website create traffic and page views.

As of 9/17/08

Daily Pageviews (percent)

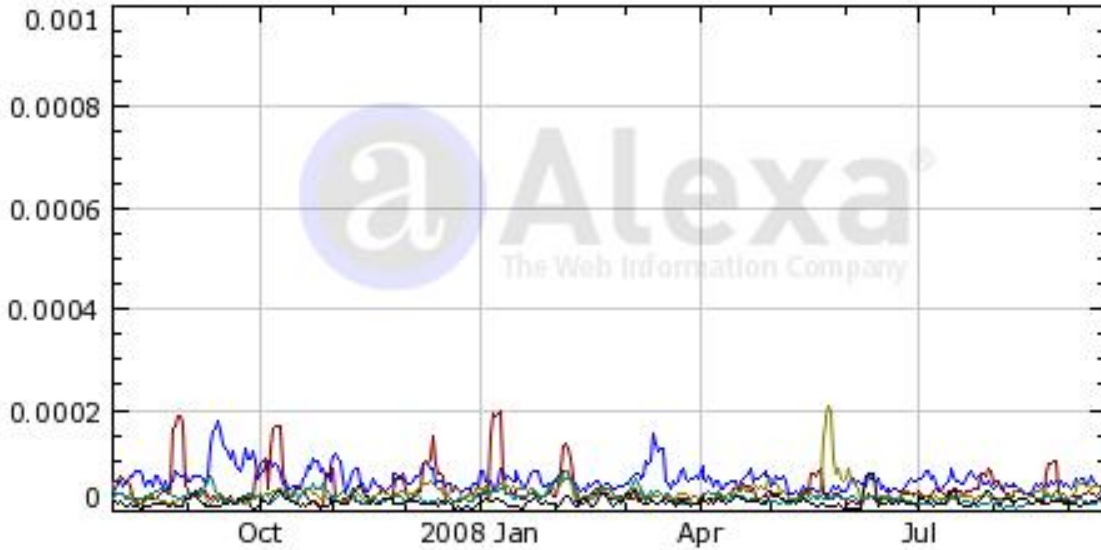
abqjournal.com

thenewmexicochannel.com

kob.com

santafenewmexican.com

krqe.com



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2008 Sep 17

Daily Traffic Rank Trend

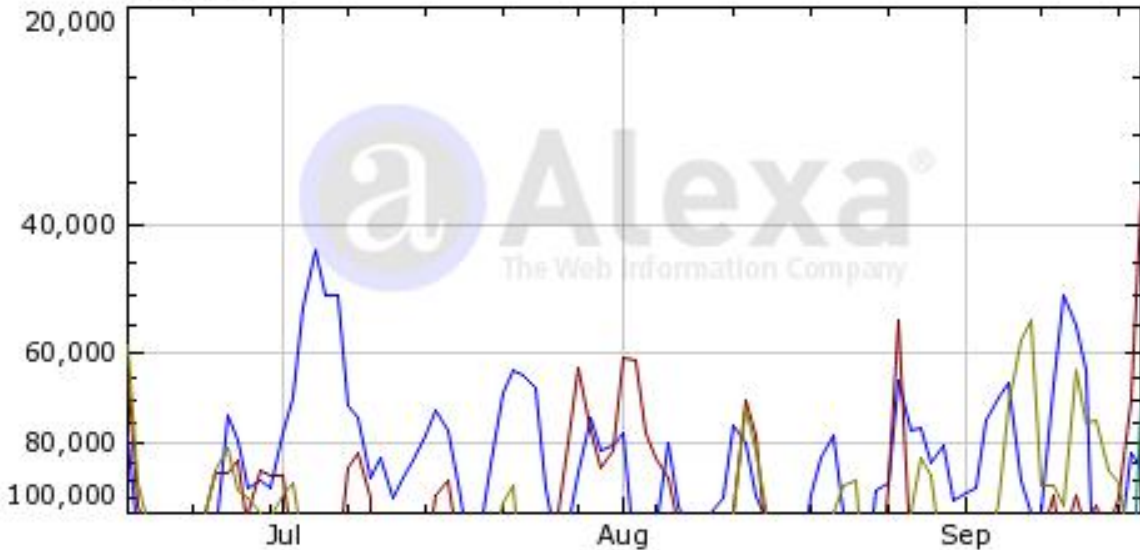
abqjournal.com

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Daily Reach (percent)

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santafenewmexican.com

