

## Why You Will Choose The Twin Lakes Times

We have revolutionized the way people get their news in the Twin Lakes. Partnered with our sister products, K105 & AM 870 The Moose Radio, we are in the unique position to reach anyone in the Twin Lakes area who has a need for local, regional, state, National and International News. Our family of companies has the unique ability to drive audiences from one product to another, making your investment in us a better value. That means more "bang for your buck".



The Twin Lakes Times makes other local newspapers entirely obsolete. We offer what the competitor can not., around the clock, more news, more people, MORE OFTEN. Compare our 16 cents per day price and numerous features against our competitors. You'll never have to subscribe to another local, state or national newspaper again. We're the Twin Lakes first and only daily. Go to [www.twinlaketimes.com](http://www.twinlaketimes.com) and click on "Subscribe". See for yourself a side by side comparison between The Twin Lakes Times and other newspapers. That's why you will choose The Twin Lakes Times.

**The Twin Lakes Times  
Is NEWS, Not History.**

**SAMPLE BANNER**  
500W X 70H

**SAMPLE  
ANCHOR  
BANNER**  
150W X107H

**SAMPLE  
EMBEDDED  
BANNER**  
180W X 130H

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**Twin Lakes Times**



**Organization**

**Twin Lakes Times**

**Te1: 270.259.5692**

## Rate Card

As Of May 2005

**More News.  
More People.  
MORE OFTEN.**



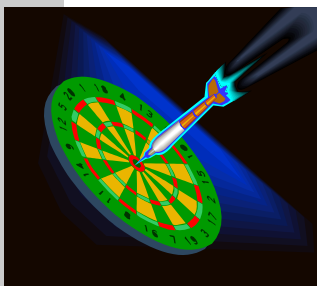
## How The Twin Lakes Times Delivers Results..

Advertising in the Twin Lakes Times is unique in that you can easily and effectively measure the penetration of your advertising. Through customized email reports set to any delivery frequency you choose, we can track different banners in each location of the Twin Lakes Times. When you receive an Advertising Report, you'll see an accounting of how many times your advertising was viewed during the period along with the cumulative number of times your advertising was viewed and clicked on during the campaign.

Furthermore, the Twin Lakes Times has one additional revolutionary way to target your advertising. It's called "Geo-Targeting". Depending upon certain criteria like

location or time of day, we can change your advertising message instantly to be a customized, viewer or time specific message. For instance if you are trying to reach people in a specific workplace, we

have the ability to cross reference and change the message for that user. No other newspaper can do it. That's why your print advertising dollar is best spent in the Twin Lakes Times.



**Geo-Targeting Enables You To Change Your Message Based On Who Is Reading It**

### Rate Card—As Of May 2005

More News. More People. *MORE OFTEN.*

Section	Type	Weekly	Section	Type	Weekly
<b>Anchor Banner</b> —Top Right Corner Of Every Page	Anchor	\$75.00	Local & State News	Embedded	\$25.00
Local & State News	Headline	\$35.00	Weather & Cancellations	Embedded	\$20.00
Weather & Cancellations	Headline	\$30.00	Obituaries	Embedded	\$25.00
Obituaries	Headline	\$35.00	Local Sports	Embedded	\$20.00
Local Sports	Headline	\$30.00	Local Features	Embedded	\$20.00
Local Features	Headline	\$30.00	Opinion/Editorial	Embedded	\$20.00
Opinion/Editorial	Headline	\$30.00	State & Local Business	Embedded	\$20.00
State & Local Business	Headline	\$30.00	Community News	Embedded	\$20.00
Community News	Headline	\$20.00	Real Estate	Embedded	\$20.00
Real Estate Section	Headline	\$30.00	School News	Embedded	\$20.00
School News	Headline	\$30.00	Announcements	Embedded	\$10.00
Announcements	Headline	\$20.00			
Newslinks	Headline	\$20.00			
Search	Headline	\$20.00			
Sports Schedules	Headline	\$20.00			
US & World News	Headline	\$30.00			
American Politics	Headline	\$30.00			
National Sports	Headline	\$30.00			
Health & Medicine	Headline	\$30.00			
Science & Technology	Headline	\$30.00			
Arts & Entertainment	Headline	\$30.00			
MoneyWatch/US Business	Headline	\$30.00			
Weird News	Headline	\$30.00			

### Submission Rates

Real Estate Listing	90 Days	\$99.99
Announcement Listing	Via Website	\$9.99
Announcement Listing	In Person	\$29.99
Classified Advertising	2 Weeks	\$9.99

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