

OVERVIEW

Fort Wayne Newspapers' family of websites are the most popular local web sites in Northeast Indiana. We are advertiser's first choice when using online advertising to reach users who live here, work here and have an intense interest in this market.

FortWayne.com is your everything guide to information, news, entertainment, and more for Fort Wayne and the surrounding area. You can access Fort Wayne's two newspapers, The Journal Gazette and The News-Sentinel via FortWayne.com. These two newspapers provide up-to-date information about local, state and national news that impacts the area. Their sites also cover sports, entertainment, living, shopping, and travel.

Our family of sites is the most popular online destination for users in our market. With more than 40,000 daily unique visitors and regularly topping 4 million monthly page views, FortWayne.com is the local website of choice.

FortWayne.com also offers information for those seeking to find real estate, looking for a new job or career with our recruitment classifieds. And for those looking to get behind the wheel of a new or pre-owned vehicle, our automotive channels provide information and pictures.

No advertising plan is complete without an online presence. FortWayne.com offers Internet packages, channel sponsorships, and custom marketing campaigns that target – and deliver – local customers and consumers.

PROFILE

FortWayne.com's audience is primarily adults, aged 18-44. Our affiliation with the market's two most-read newspapers, our audience is assumed to match that valuable demographic profile. However, our online audience is slightly younger, better educated, more diverse and more affluent than traditional newspaper readers in the market, making them even more attractive to advertisers.

**Contact your
local sales
representative
or call
(260) 461-8587**

rhennessy@fortwayne.com

Why Online?

Online Newspaper Readers are Power Users

According to a MORI Research Study of how online newspaper users differ from the Internet population as a whole, online newspaper users are:

- * Younger, better educated, more diverse, and more affluent
- * Three times as likely as general users to be online during the workday
- * Twice as likely to have broadband access at work and 42 percent more likely to have it at home
- * Vastly more likely to have shopped and bought online

Online Newspaper Users:

- * 84 percent recently shopped online
- * 82 percent recently bought online
- * 69 percent are online daily @ work
- * 63 percent check news daily
- * 58 percent frequently bank online
- * 57 percent have home broadband

Source: MORI Research

Online newspaper advertising beats the norm in high-consideration purchase categories

A comparison of online newspaper campaigns to Dynamic Logic's full MarketNorms™ database showed better than average results in auto, travel, and financial services categories. They also blew away the norms in retail, but against a very small base of studies, meaning national brands still have an opportunity to be trendsetters in this category.

SECTIONS

The more targeted your message, the better narrowed it is to your target market. FortWayne.com allows you to target your online advertising in a variety of ways.

Standard Sections:

Homepage – The starting point for most of our visitors. Advertisers appearing here are telling our audience that their business matters. And it matters enough to be highlighted on the very first page of the area's most popular local website.

News – Due to our affiliations with the area's most read newspapers, news is a highly trafficked section of our site. National, International, Local and Community news are all found here.

Sports – Sports fans obviously agree that our sports coverage is among the finest in the market. With coverage of all professional sports and our extremely local coverage of prep sports and community sports, we are a sports information destination.

Arts & Entertainment – Traditional features found in the Living and Features sections of our newspapers are augmented by a bevy of arts and entertainment listings, including a free events calendar. Growing by leaps and bounds, we are clearly the area winner in this category.

Business – Our business coverage is second to none. You'll find local business stories, profiles and updates on the movers and shakers in the market. You'll also find the most current business stories from around the globe.

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Why FortWayne.com?

Great question! Indeed, why? What market are you trying to reach? What demographic group is most sought after for your product or service? What is the goal of your online advertising campaign? Don't be surprised if we answer your question with a question. Often we get the famous, "what's your rate?" question. We're happy to provide that, but even happier to learn what your goals are so that we can craft a more specific plan to attain those goals in the most effective manner possible.

What's so great about FortWayne.com?

Most simply, it's qualified reach. FortWayne.com is the companion website for The Journal Gazette and The News-Sentinel. Interactive and up-to-the-minute, the site covers local news, business, sports, entertainment, living, shopping and travel. The site also offers integrated real estate, recruitment, classifieds and automotive channels. We reach folks who are actively engaged in finding news and information about Fort Wayne and the surrounding area. We are the #1 local destination website for this market.

Touch all the bases

No advertising plan is complete without an online presence. We offer Internet packages, channel sponsorships, and custom marketing campaigns that target -- and deliver -- local customers. FortWayne.com can get your message to an attractive, affluent audience – with measurable results.

Make your best contact of the day – today – by contacting us to learn more about how we can help you achieve your advertising goals.

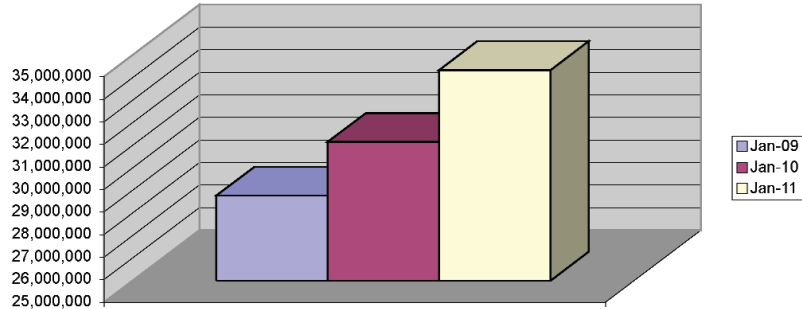
Contact your Fort Wayne Newspapers account executive directly, or our Online Sales Department:

260-461-8587
Rob Hennessey
rhennessey@fortwayne.com

REACH & DEMOGRAPHICS

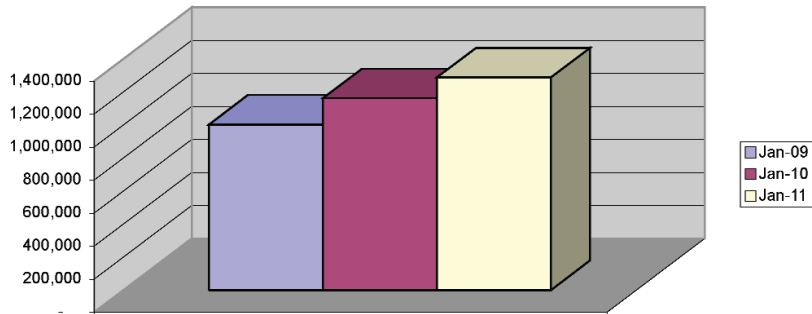
Our sites deliver affluent, educated visitors who rely on us for information on all things local and national.

Monthly Ad Impressions

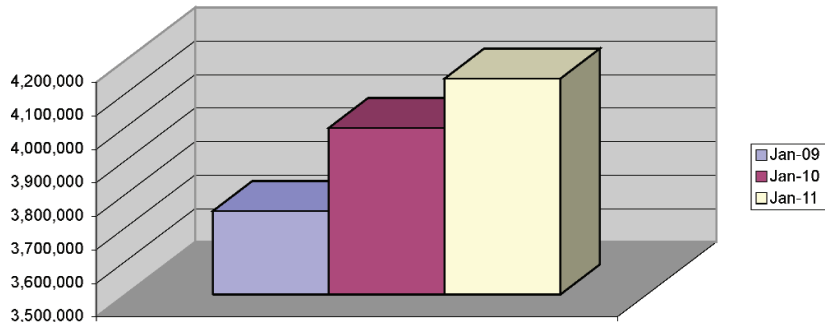


- Peak hours daily are from 8 a.m. - 4 p.m.
- Our sites are northeast Indiana's most read local websites.

Monthly Visits



Page Views Per Month



Age	Audience Composition (%)
18-34	39%
35-44	26%
45-54	19%
55+	16%

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or call
(260) 461-8587

rhennessy@fortwayne.com

Open AdStream Internal Reports Oct 2011

CONTACT ONLINE

Contact us to talk about an online advertising plan that fits your specific needs:

FortWayne.com

600 W. Main Street
Fort Wayne, IN 46802
260-461-8587
260-461-8689 (fax)

GENERAL DIGITAL ADVERTISING:

Rob Hennessey

260-461-8587
rhennessey@fortwayne.com

DISPLAY ADVERTISING:

George Hays

Automotive/Real Estate Advertising Sales Manager
260-461-8374
ghays@fortwayne.com

Deb Hess

Retail Display Advertising Sales Manager
260-461-8671
dhess@fortwayne.com

RECRUITMENT ADVERTISING:

Jason Watson

260-461-8350
jwatson@fortwayne.com

Online Advertising Display

FortWayne.com

Find it here. Take it with you.

Owners tearing down historic 4th Street depot; City official 'surprised and unaware' of building's demolition

FortWayne.com

NEWS SPORTS BUSINESS LIFESTYLE OBITS THINGS TO DO NEWSPAPERS MOMS MAGAZINE JOBS CARS HOMES CLASSIFIEDS

World National State Local Neighbors Editorial Lottery Weather Photos Multimedia

LOCAL NEWS

Owners tearing down historic 4th Street depot; City official 'surprised and unaware' of building's demolition

By Kevin Leindinger

Preservationists are crying foul, and a top city official admits he's surprised. But the owner of a historic downtown landmark is defending Monday's sudden demolition of a 97-year-old train depot, saying its poor condition had rendered it dangerous and of little economic value.

PHOTOS

Danny Rifkin, whose Calhoun Investments LLC owns the former Lake Shore and Michigan Southern Railroad freight house at Clinton and Fourth streets, said Monday the building is being demolished after an emergency order issued Sept. 28 by the city's Neighborhood Code Enforcement Department, which protects the public from unsafe structures. The order states that an inspection determined the depot is "open and accessible and unsafe... and is considered an immediate danger to life, safety or property."

But Rifkin acknowledged the order did not require the building's demolition, and city Director of Community Development John Urbahn said code inspectors did not even consider the depot structurally unsound. The order, he said, was issued because inspectors had found an open door that would have allowed access to the building, creating a potential hazard. The standard "seal-up" order merely required the building to be properly secured, he added.

"I was surprised and unaware (of the demolition)," said Urbahn, who said city officials had been in discussions with Rifkin about redevelopment of the depot and the surrounding 20-acre north river site.

As The News-Sentinel first reported in May, Rifkin had applied for a permit to demolish the building but reconsidered after preservationists, including the Fort Wayne Railroad Historical Society, pleaded for its survival. The Society, in fact, suggested the depot serve as the focal point of a \$15 million project called "Headwaters Junction," a transportation-themed development featuring rides, a jazz club and other features.

Unfortunately, Rifkin said in a statement, "we have had no offers to purchase the building and no indication of serious interest from any developer. Furthermore, not one of the special-interest groups that placed such importance on preserving the building have tried to contact us with any ideas or funding options."

The issues of safety and security are clearly the most significant, but it is also important to recognize that there is no economic value to be derived from the building.

Allen County Prosecutor Kevin Richards, president of historic preservation group ARCH, which placed the depot on its "endangered" list in 1990, said she had discussed the depot's future with Rifkin and even offered to pay for an analysis of the building's structure.

A. 728x90

B. 300x250

C. 160 x 600

D. 728x90

A. 728x90 LEADERBOARD
Max File Size: 25K

B. 300x250 BIG BOX
Max File Size: 30K

C. 160x600 SKYSCRAPER
Max File Size: 30K

D. 728x90 BOTTOM LEADERBOARD
Max File Size: 25K

For more information contact
your local sales representative
or call 260-461-8587

Home Page Video Ads

FortWayne.com is Northeast Indiana's most read Web site. If you want to be top-of-mind for consumers, this position on the home pages of FortWayne.com, News-Sentinel.com and JournalGazette.net is the place to be.

Pricing

Get 26,600 impressions monthly.

\$431/month

FortWayne.com

Find it here. Take it with you.

Features and Benefits with the Video Ads Position:

- On Homepage of FortWayne.com, News-Sentinel.com & JournalGazette.net
- Ads start automatically as user loads the homepage.
- Extend value of your TV advertising budget.
- How do we rank in top search engines?
Google - Top 5
Yahoo! - #1
Altavista - #1
MSN.com - #2
AskJeeves.com - #2
Bing - #1
- Great opportunity to get your message to the local market – no other local Web site reaches as many visitors as FortWayne.com.
- Link to your Web site

The screenshot shows the FortWayne.com homepage layout. Key sections include:

- PDAs in classroom**: Theater and Theft program set for Oct. 19; Can Allen County extend this year's economic success?; Fort Wayne-area pumpkin patches meet fall demand.
- Sports**: Lions beat Bears for first 5-0 start since 1956; No Deal: NBA cancels first two weeks of season; Patriots powers Cards past Brewers to tie NLCS 1-all; Cruz hits grand slam as Rangers take 2-0 ALCS lead; Prep scoreboard.
- Search Obits**: Search by first and last name.
- Today's Obituaries**: List of names including Anderson, William P.; Augstburger, William D. "Bill"; Aery, Catherine Beerman; Betz, Jeannette Irene "Jo" (Beers).
- Video**: A large video player is visible, with a video ad for Donna Lucas, a cyberspace patient, highlighted by a red circle.
- Living & Entertainment**: Includes sections for "Something to talk about", "What's happening", and "Living & Entertainment".
- REAL ESTATE**: Features a "Featured home" listing for 1937 CHANCELL WAY, Fort Wayne, IN 46845, priced at \$279,000.

For more information contact your local sales representative or call 260-461-8587

SEARCH FIND

Why Search and Find with Fort Wayne Newspapers and FortWayne.com?



- FortWayne.com has launched a new product that leads consumers right to your door, and not just any consumers – the ones looking for your category, business or product!
- Find links to thousands of area LOCAL businesses...Locate businesses, get directions, print maps, rate, write reviews & more.

For as little as \$1.64 per day, you can have a GOLD level package for your business (only 5 per category) includes leaderboard ad, business logo, photo and map business description and much more! GOLD level packages are just \$59 per month.

By partnering with FortWayne.com's Search and Find, your business will benefit from better search engine optimization (SEO)!

Search and Find is heavily promoted both in print in The News-Sentinel, The Journal Gazette, and in many of our other publications, and online through FortWayne.com and our family of websites.

This is a MUST have for your business!





COUPONS! COUPONS! COUPONS!

Today, more than ever, people are using online coupons to save money and shop for great values and bargains. FortWayne.com has the LOCAL solution for LOCAL shoppers and LOCAL businesses. FortWayne.com serves more than 40,000 daily unique visitors, so your offer is exposed to the largest local audience available!

Benefits:

- Make as many offers as you wish to area consumers!
- Track the redemption of your offers through our site, so you can see which offers have the best reaction and usage by shoppers!
- Change/Add/Delete your offers on your timetable. Your coupons go live on our website almost instantly!
- Keep your business in front of coupon shoppers year-round, so that your business is top of mind with shoppers!

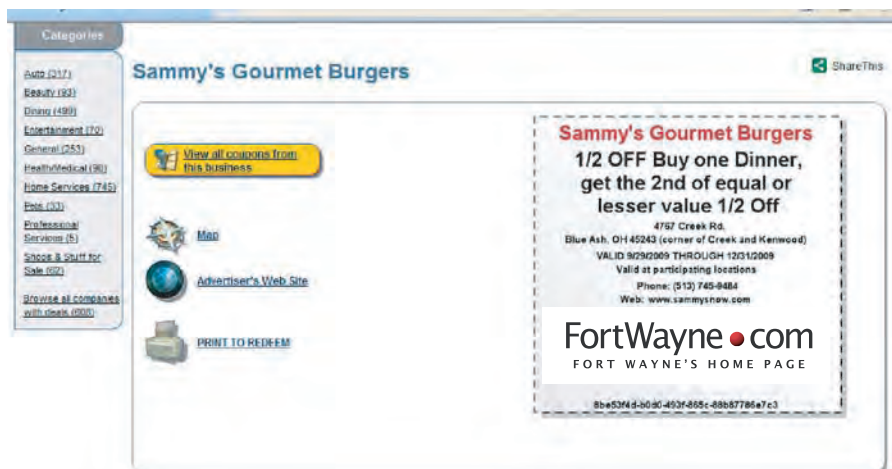
Rates:

Unlimited online coupons on FortWayne.com – place as many offers as you wish in front of our online audience – all for one low monthly rate - \$99/month.

Add a single coupon offer to any ad you place in print in any Fort Wayne Newspaper product - \$25 per offer per month.

Contact:

Get started today! Ask your advertising account executive for information or contact Angle Arnold at 260-461-8779 or aarnold@fortwayne.com





FortWayne.com
Find it here. Take it with you.



Custom Contests

Custom give-a-way contests not only give you great exposure on our family of websites, but you are also able to market directly to potential customers from the data collected from the contest.

- **Contests run 2 to 4 weeks at a time on our family of websites**
- **Readers register to win a free gift of your choosing – whatever you think will draw interest!**
- **85,000 Run of site impressions promoting contest**
- **FortWayne.com will collect data as people enter contest, including up to 5 customized questions relevant to your business**
- **Once contest is complete and winner is chosen, the advertiser has up to 30 days to request data to market directly to the contest participants**

Contest Rate: \$600

**FORT WAYNE
NEWSPAPERS**
FORT WAYNE, INDIANA

To advertise, contact Rob Hennessey
(260) 461-8587 ~ Fax (260) 461-8899 ~ rhennessey@fortwayne.com
600 W. Main Street ~ Fort Wayne, IN 46802

Online Advertising Rates



Revised 3/2015.

ALL RATES ARE NET.

HOME PAGE ADVERTISING

(includes FortWayne.com, News-Sentinel.com & JournalGazette.net)

RATES	COST PER THOUSAND IMPRESSIONS	MONTHLY PACKAGE	RICH MEDIA CPM	PACKAGE DETAILS
Homepage Leaderboard 728x90	\$15.75	\$1,260	\$21.45	80,000 impressions monthly (13% share of voice)
Homepage Skyscraper 160x600	\$15.75	\$840	\$21.45	53,300 impressions monthly (13% share of voice)
Homepage Video Ads 200x170	\$16.22	\$431	\$21.65	26,600 impressions monthly (9% share of voice)
Homepage Big Box Ads 300x250	\$15.75	\$525	\$21.45	33,300 impressions monthly (4.5% share of voice)

RUN OF SITE ADVERTISING

(includes the full family of Web Sites – FortWayne.com, News-Sentinel.com & JournalGazette.net)

	COST PER THOUSAND IMPRESSIONS	MONTHLY PACKAGE	RICH MEDIA CPM	DETAILS
Run of Site Leaderboard 728x90	\$9.88	\$317	\$13.10	32,000 impressions monthly
Run of Site Skyscraper 160x600	\$9.88	\$369	\$13.10	37,000 impressions monthly
Run of Site Big Box Ads 300x250	\$9.88	\$369	\$13.10	37,000 impressions monthly

TARGETED ADVERTISING

(targeted by channel)

	COST PER THOUSAND IMPRESSIONS	MONTHLY PACKAGE	RICH MEDIA CPM	DETAILS
Targeted Leaderboard 728x90	\$13.00	\$313	\$17.60	24,000 impressions monthly
Targeted Skyscraper 160x600	\$13.00	\$364	\$17.60	28,000 impressions monthly
Targeted Big Box Ads 300x250	\$13.00	\$364	\$17.60	28,000 impressions monthly
OTHER ITEMS				
Obits - Flowers & Gifts w/text listing in Obits 120x60		\$188		6 mo. minimum agreement

For more information, contact your advertising representative, or call 260-461-8587

Online Advertising Production Sizes & Specs

Ad Size	Pixel Size	Max File Size
Leaderboard	728x90	25k
Wide Skyscraper	160x600	30k
Medium Rectangle (Big Ad)	300x250	30k
Pop-up/Under	300x300	30k
Pop-up/Under	300x300	30k
Pop-up/Under	720x300	30k
Obit Sponsor Cube	120x60	10k

Accepted formats: GIF, JPG & SWF files
(include backup GIF or JPG with SWF files)

Click thru URL:

In Flash, the steps would be:

- 1) Create a new layer on top of all others, call this layer "clickthru"
 - 2) In this new layer, create a rectangle that covers the entire ad
 - 3) Convert the rectangle to a BUTTON symbol, call it "clickthru"
 - 4) Change it's Alpha opacity to 0% (so it is transparent)
 - 5) With the button symbol selected,
- open the Actions panel and paste the following script:

```
on (release) {  
    getURL(clickTAG, "_blank");  
}
```

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rhennessy@fortwayne.com**

