



DiscoverEugene.com

Online magazine and Resource Guide

THE source for all things Eugene
AND

The fastest growing website in Eugene.

DISCOVEREUGENE 2010 AD RATES

Does the high cost of advertising make you frustrated and nervous?

Do you need a *lot* of “Wow” for a *little* “moolah?”

WITH DISCOVEREUGENE YOU CAN...

...Kiss your anxiety and frustration good-bye!

...Say “So long” to high-cost single format advertising!

...REACH MORE, SPEND LESS & ENJOY GREAT BONUSES - all at the same time!

NO ONE offers more ways to connect with your customers than DiscoverEugene's online, print and mobile delivery.

Reaching more people means more traffic through YOUR doors!

Isn't that what advertising is about?

REACH MORE – WAY More

- **Make your company brand accessible to more than 250,000 people in Lane County alone via the Internet.**

With **more than 400,000 hits and counting**, DiscoverEugene.com is an up and coming local internet presence in one of the country's best-connected communities.

- **Put *your* ads straight into the hands of *your* customers – literally! – with our mobile marketing.**

Our mobile presence delivers your **21st century ads and coupons** right to your customers' cell phones and mobile devices!

- **Reach thousands more in print.**

Our **direct mail** print magazine will distribute your company's promotions directly **to an extra 25,000 area residents** in the zip codes of your choice.

SPEND LESS – WAY Less

- **Get a lot more promotional bang for your buck.**

At **25% to 75% less** than the cost of a newspaper contract alone, **get our whole package** – print, online and mobile advertising – **and STILL reach up to 90% of the households** in Lane County. **Sometimes you CAN get more than you pay for...**

And for a limited time
ENJOY SOME GREAT BONUSES, TOO

Pay for any size Print or Internet ad

**by the month, quarter or year
and get**

1. 12 months of Premium Business Directory Membership (a \$1200 value!) **FREE**
2. Mobile ads for each month your ad is active (a \$100/month value) **FREE**
3. Twitter and Facebook ad broadcasts for each month your ad is active (word-of-mouth – priceless!) **FREE**
4. 1 professional Internet commercial for each quarter your ad is active (a \$500 value) **FREE**
5. *Plus*, your ad in our premier print issue is on us! **AND**
6. **2009 prices through 2010 as long as you maintain an active ad!**

YOU choose your package and your savings.

WE get you in front of THOUSANDS with multiple ad formats.

Why would we be so insane as to make these kinds of offers?

Simple. **WE WANT TO GET AND KEEP YOUR BUSINESS!**

Locally owned and operated by Christina Clark, who possesses a business and IT background, DiscoverEugene.com plans to be here now and in the future, fiscally sound and debt-free, proving that even in a tough economy success can happen with the right vision, a lot of work and a little grit.

HURRY! Space is limited and prices will likely rise.

Secure your spot now & lock in 2009 prices thru 2010!



DiscoverEugene.com Online Advertising Rate Sheet

DiscoverEugene.com

Online magazine and Resource Guide

THE source for all things Eugene
AND

The fastest growing website in Eugene.

Business Membership Packages

	FREE	STANDARD	PREMIUM
Business Directory Listing	√	√	√
Company Name	√	√	√
Address & Map Link	√	√	√
Phone / Fax	√	√	√
Contact Person	√	√	√
Detailed Description	Up to 200 characters	Up to 2000 characters	Up to 5000 characters
Searchable Keywords/Tags		Up to 250 characters	Up to 250 characters
Email Link		√	√
Categories	Up to 4	Unlimited	Unlimited
Logos/Photos		4	8
Rotating Homepage Banner Ad			√
Printable Coupons		1 per month	1 per month
Restaurant Menu			√
Price List		√	√
Link to Your Website		√	√

PRICING

monthly		\$65.00	\$150.00
3 months		\$180.00	\$400.00
6 months		\$325.00	\$700.00
12 months		\$450.00	\$1,200.00

DiscoverEugene.com Online Graphic Ads

Ad Placement	Ad Cost
Homepage “Above The Fold” Graphic Ad 270x100 Space is limited to two or fewer ads.	\$150.00 per 1 month \$425.00 per 3 months \$800.00 per 6 months
Homepage “Above The Fold” Double Graphic Ad 270x200 Space is limited to one ad.	\$250.00 per 1 month \$700.00 per 3 months \$1200.00 per 6 months
Homepage “Above The Fold” Half Skyscraper Graphic Ad 270x300 Space is limited to one ad.	\$260.00 per 1 month \$750.00 per 3 months \$1400.00 per 6 months
Homepage “Above The Fold” Skyscraper Graphic Ad 270x600 Space is limited to one ad.	\$320.00 per 1 month \$850.00 per 3 months \$1600.00 per 6 months
Homepage Graphic Ad 270x100 Space is limited to five or fewer ads.	\$125.00 per 1 month \$340.00 per 3 months \$600.00 per 6 months
Homepage Double Graphic Ad 270x200 Space is limited to two or fewer ads.	\$175.00 per 1 month \$490.00 per 3 months \$900.00 per 6 months
Homepage Half Skyscraper Graphic Ad 270x300 Space is limited to one ad.	\$200.00 per 1 month \$550.00 per 3 months \$1000.00 per 6 months
Homepage Skyscraper Graphic Ad 270x600 Space is limited to one ad.	\$225.00 per 1 month \$625.00 per 3 months \$1150.00 per 6 months

Non-Homepage Ad Placement

Subpage Graphic Ad 270x100 Availability open.	\$40.00 per 1 month per page placement \$110.00 per 3 months per page placement \$200.00 per 6 months per page placement
Subpage Double Graphic Ad 270x200 Space is limited to two or fewer ads.	\$175.00 per 1 month \$500.00 per 3 months \$900.00 per 6 months
Subpage Half Skyscraper Graphic Ad 270x300	\$200.00 per 1 month

Space is limited to one ad.	\$550.00 per 3 months \$1000.00 per 6 months
Subpage Skyscraper Graphic Ad 270x600 Space is limited to one ad.	\$225.00 per 1 month \$625.00 per 3 months \$1150.00 per 6 months
“Business Card” Ad 350x200 - 30k max size Appears on select sub-pages. Availability limited.	\$115.00 per 1 month per page placement \$320.00 per 3 months per page placement \$600.00 per 6 months per page placement
*Web-Only Video Ad Produced by us Up to 3 minutes	\$500 per minute 1 minute increments

Graphic and Business Card Ad Policy:

Ads can be changed monthly. \$25 fee each additional change.

Ads should be in jpeg or png format. Additional charges will be assessed to create or alter ads.



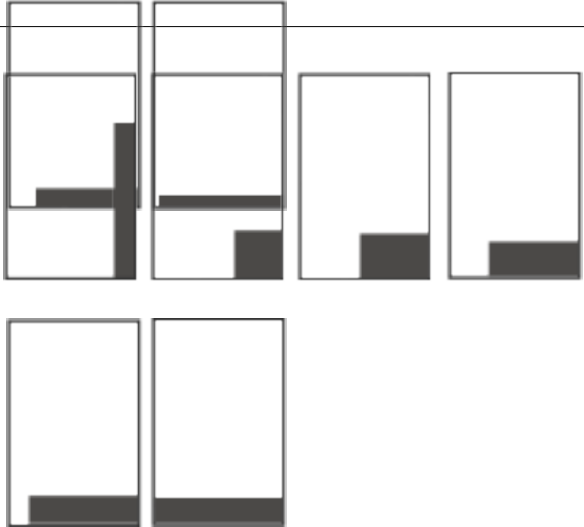

* Due to software licensing restrictions, a \$250 annual license (issued by the software manufacturer) will allow you to place your ads on your own website as well as many video hosting sites such as Youtube, Facebook, Blogger, Myspace and many more. Otherwise, all videos we produce must remain on DiscoverEugene.com and/or on our YouTube channel.



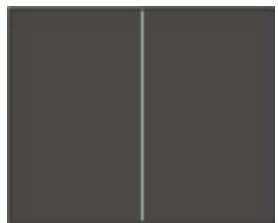
DiscoverEugene.com Mobile Ads

Ad Size and Placement	Ad Cost
Mobile device/cell phone ads Text and graphical ads 200 character limit 320x320 pixels max size, 60kb limit	\$100.00 per month

DiscoverEugene.com Print Ads
Tabloid magazine – per monthly insertion

1 column == 1.5”wide

Ad Size	Ad Cost	
<p>1/32 page = 5 total column inches</p> <p>3.33” x1 column 1.66”x2 columns 1.11”x3 columns 0.83”x4 columns</p>	<p>\$150.00</p>	
<p>1/16 page = 10 total column inches</p> <p>6.66”x1 column 3.33”x2 columns 2.22”x3 columns 1.66”x4 columns</p> <p>1.33”x5 columns 1.11”x6 columns</p>	<p>\$290.00</p>	
<p>1/8 page = 20 total column inches</p> <p>13.33”x1 column 6.66”x2 columns 4.44”x3 columns 3.33”x4 columns</p> <p>2.66”x5 columns 2.22”x6 columns</p>	<p>\$540.00</p>	
<p>1/4 page = 40 total column inches</p> <p>13.33”x2 columns 8.88”x3 columns 6.66”x4 columns 5.33”x5 columns</p> <p>1/4 page , continued</p>	<p>\$1,000.00</p> <p>\$1000.00</p>	

4.44"x6 columns		
1/2 page = 80 total column inches 13.33"x4 columns 10.66"x5 columns 8.88"x6 columns	\$1,800.00	
Full page = 160 total column inches 16"x6 columns	\$3,000.00	
Truck = 320 total column inches 16"x12 columns, one full sheet	\$4,250.00	

For more information, please contact:

DiscoverEugene.com

1056 Green Acres Road

Suite 102-117

Eugene OR 97408

541.653.9546

info@discovereugene.com