

2017 Media Kit

THE DAILY NEWS

jdnews.com
Jacksonville, NC - Covering Coastal Carolina



Contact us today 910-353-1171

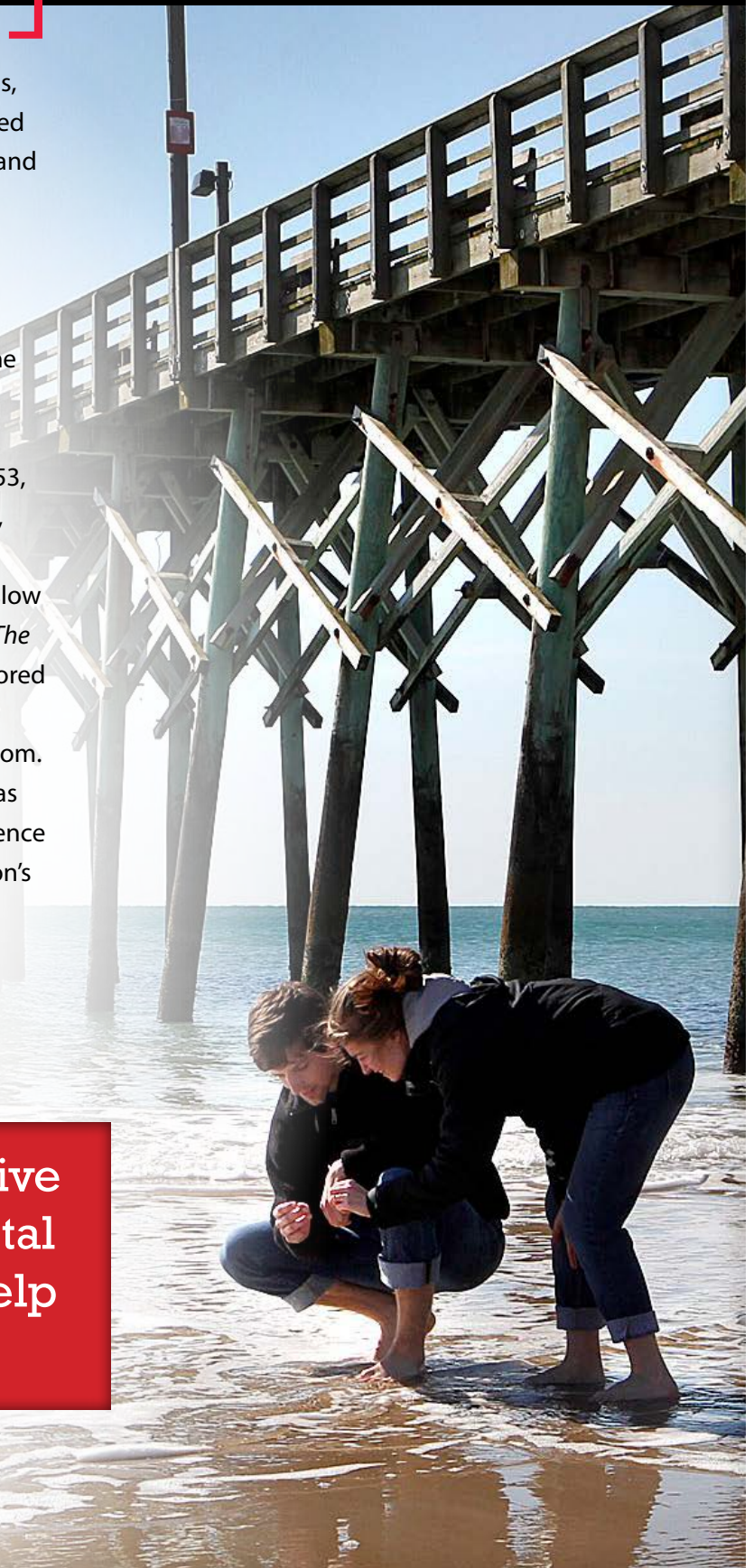
Welcome to The Daily News

In a world of increasing advertising options, newspapers continue to be the most trusted medium and the top choice for shopping and checking advertising.

We offer a comprehensive selection of quality digital and print products to help grow business and more easily navigate the market's competitive media landscape.

The Jacksonville Daily News, founded in 1953, is based in Onslow County, North Carolina, which is home to Marine Corp Base Camp Lejeune. Due to the military presence, Onslow is the youngest county in North Carolina. *The Jacksonville Daily News* is consistently honored as among the state's best for both its print publication and online news site, jdnews.com. In the past two decades, the newspaper has been awarded first place in General Excellence among the North Carolina Press Association's mid-sized dailies a total of six times. The website has also won first place for General Excellence in 2010 and 2011.

We offer a comprehensive selection of quality digital and print products to help grow your business.



GateHouse Media Overview

Portfolio Overview

100%

OF OUR DAILY
NEWSPAPERS HAVE
BEEN PUBLISHED FOR
MORE THAN 50 YEARS



600+

TOTAL COMMUNITY
PUBLICATIONS

121

DAILY
NEWSPAPERS



525+

RELATED
WEBSITES

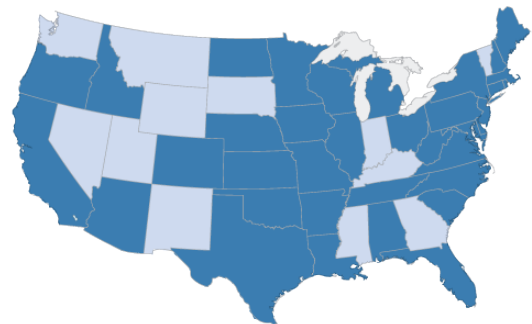


PROPEL
BUSINESS SERVICES

SAAS, DIGITAL
MARKETING SERVICES,
& IT SERVICES

GateHouse Reach

OPERATE IN OVER 525 MARKETS
ACROSS 36 STATES



REACH 20 MILLION PEOPLE
ON A WEEKLY BASIS



1,300+
IN-MARKET
SALES
REPRESENTATIVES



SERVE OVER
200K
SMALL &
MEDIUM
BUSINESSES

As part of GateHouse Media, we offer a diverse and growing portfolio of resources to serve your marketing needs locally, regionally and nationally.

Market Profile Onslow County, NC



Total Population
262,516

Total Households
98,684

Average Household Income
\$61,467

Total Adults 198,541

Gender

Men	104,325	53%	
Women	94,216	47%	

Age

18-34	83,409	42%	
35-44	29,325	15%	
45-54	25,617	13%	
55+	60,190	30%	

Education (adults age 25+)

College Graduate	48,163	30%	
Some College, no degree	49,858	31%	
High School Graduate	44,774	28%	
Other	15,944	10%	

Total Households 98,684

Home Ownership

Own	60,915	62%	
Rent	37,769	38%	

Household Income

Under \$35,000	34,281	35%	
\$35,000-\$49,999	16,651	17%	
\$50,000-\$74,999	21,592	17%	
\$75,000+	26,160	27%	

Children at Home

36,212 37%

2017 Nielsen - Onslow, Carteret Counties, NC



Consumer Spending

Total Annual Consumer Spending
\$3.5 Billion

Key Consumer categories	Expenditure (in millions)
Apparel and Services	\$159
Contributions	\$124
Education	\$61
Food at Home	\$369
Food Away from Home and Alcohol	\$250
Health Care	\$461
Household Furnishings & Appliances	\$116
Housing Related Expenses	\$582
Personal Care Products and Services	\$80
Pet Expenses	\$54
Sports & Entertainment	\$161
Transportation & Auto Expenses	\$769

2017 Nielsen - Onslow, Carteret Counties, NC

**We will help you
increase your sales.**

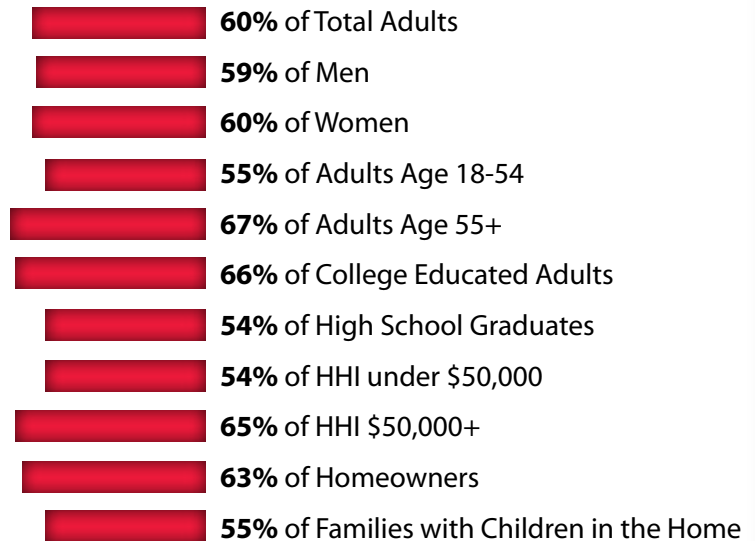


Reach

Print & digital newspaper delivers

6^{out of} 10 shoppers.

Print & Digital Reach



Scarborough USA+ 2016 R1, National average; INA+ Audience (weekly print, monthly digital)

Digital Traffic

jdnews.com

Average Monthly Traffic

Page Views **2.4 million**

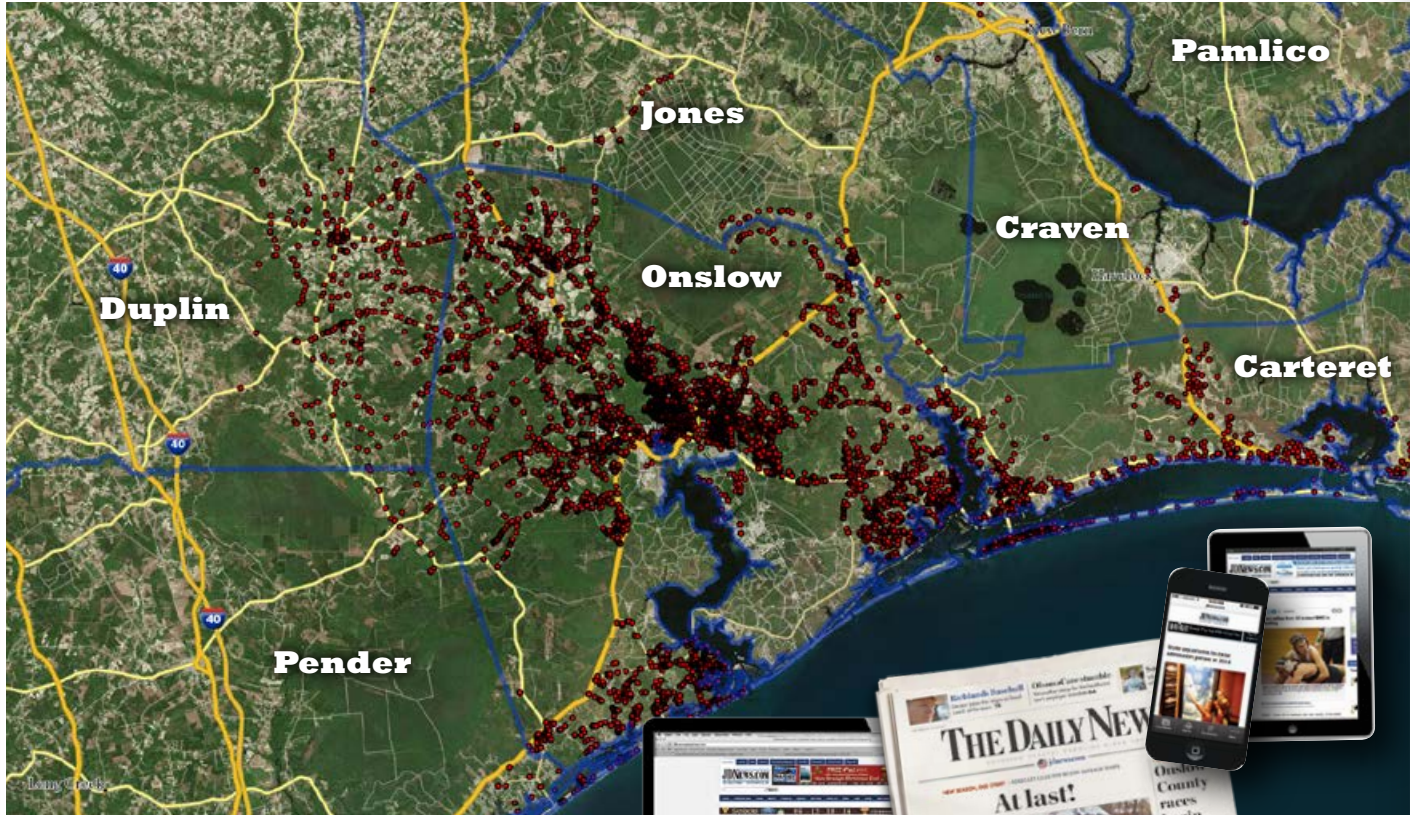
Unique Visitors **283,200**

Google Analytics Oct. 2016

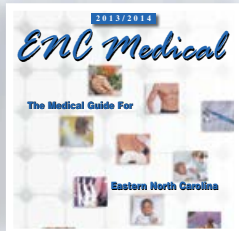
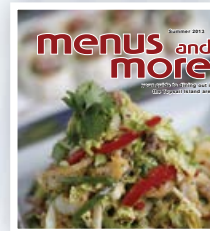
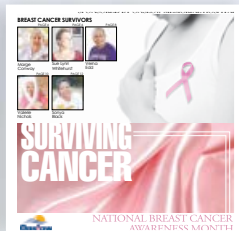
We reach your most profitable customers.



Daily News Subscriber Coverage



We are the **one source**
for your **customized solution.**



PRINT PRODUCTS

We offer a large variety of print products and other creative solutions to grow your business:

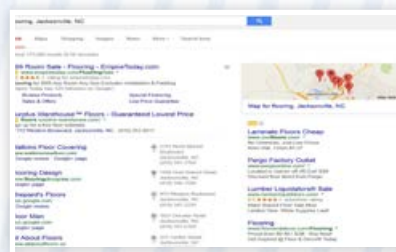
- Premium Placement
- Special Sections
- Magazines
- Total Market Coverage
- Polybags

We deliver
shoppers to your business.



DIGITAL SOLUTIONS

JDnews.com
Propel Marketing



[Promotions]

Leverage the Power of Promotions!

Promotions provide the strength of integrated media with high engagement and database growth.

Promotional Marketing mixes traditional advertising with the new, resulting in multiple consumer touch points across all platforms.

By running promotions, you'll generate revenue and excite your audience, while building your email database with new users for future campaigns.

Promotions provide an incentive for customers to engage with your brand on even a deeper level.

TYPES OF PROMOTIONS:

- Ballots
- Sports Pick 'Ems
- Sweepstakes
- Photo/Video Contests
- Quizzes

Sharing via social media, contests today enable an amplification of your marketing message.

Promotions need to be part of every business' marketing toolkit!

GATEHOUSE MEDIA

promotions

DESIRED AUDIENCE

Whether you want to reach as many people as possible or only a highly targeted niche, there's a contest for that. Promotions attract a more targeted (and equally valuable) audience.

QUALIFIED LEADS

Keep your sales funnel full. Quality is just as important as quantity and promotions allow you to qualify leads by targeting a niche audience resulting in greater ROI.

EMAIL DATABASE

Promotions help you build a robust database and is something YOU own. Email is effective at reaching customers and driving sales and is the #1 driver in digital conversions.

COLLECT RICH DATA

Promotions is one of the best ways to capture data on customers. They provide simple ways to build rich consumer profiles, helping you understanding the interests of your customers.

SOCIAL FOLLOWING

Promotions allow you to connect directly with your audience, building relationships with your community. A larger social database brings opportunities for continued engagement.

AUDIENCE ENGAGEMENT

Promotions require activation, which motivates customers to take a specific action. Contests supercharge your advertising, making it more effective by getting people involved.

Web Redesign

The Best Local News Site Just Got Better



NEW DESIGN = BETTER USER EXPERIENCE & INCREASED AD IMPACT

► What is it?

It's the latest move in our digital evolution to meet the needs of readers and advertisers. Still the main source of digital news in the area and a key part of our community - we've totally rebuilt the site with a fresh new design!

But more than just a redesign, the website has been totally rebuilt to improve navigation, increase consumption of content by users and deliver great value to advertisers.

► What's new?

Integrated advertising opportunities throughout the site

- A less cluttered environment for a better user experience
- Increased visibility for your messages
- Easier navigation to encourage more time on site

Your message is seen by users on any device so you'll reach them wherever they are.

► Why do you need it?

Our site delivers high-value, trusted content that engages our growing community of loyal readers. Your message appears in the ideal environment and is seen by consumers in your backyard.

ADS LOAD AS USERS SCROLL THROUGH THE PAGE

#IMPRESSIONS = #VIEWS!

Get started today!
Contact your
representative for
current rates and
additional details.

HIGHER IMPACT AD UNITS

+ FRESH, CLEAN ENVIRONMENT

+ CROSS PLATFORM PRESENCE

= POWER FOR YOUR BUSINESS!



Propel Marketing

Building Businesses Online

Digital marketing solutions for local businesses



About Propel

As a trusted local digital advertising and marketing brands, Propel Marketing provides best-in-class online marketing solutions to small businesses.

Why Propel

Our expert team of 250+ professionals are committed to your business's success. We understand that you have many options when looking for a digital marketing company to expand your online presence, and know the importance of choosing the right help.



Unparalleled reach. Backed by GateHouse Media, Propel Marketing reaches over 22 million people across the country, expanding your audience more than ever before



Google AdWords Premier Partner. We're part of a select group of strategic partners that meet Google's most stringent eligibility and training requirements, including proven expertise and years of experience in delivering high-performing AdWords campaigns



Dedicated advisors committed to your success. Propel's dedicated digital marketing team works to build stronger communities by driving the success of local small business



Industry expertise. With established relationships with digital leaders like Google and Facebook, we have the experience to build marketing solutions to help your business keep up with the competition



An extension of your team. We know your time is valuable - that's why we do the work for you, planning and executing successful marketing strategies that let you get back to running your business



Tailored service. We customize our services based on your business needs to provide the most effective solutions that fit your budget



Transparent results. We believe in complete transparency, providing you with measurable results through a 24/7 result dashboard

Propel at a Glance

EST. 2012

Recognized leader in
SMB Digital Solutions



Top 20

Voted top 20 most promising digital marketing solutions providers



15K+
custom
campaigns
run

30+ Years

Experience in SEM



190K+

Small and Medium
Businesses Served

Full Suite of Digital Marketing Solutions

Marketing Tools, including:

- ThriveHive Guided Marketing
- Reputation Monitoring
- RPM Dashboard

Advertising Services, including:

- Digital Display
- Retargeting
- Social Media
- Search Engine Marketing (PPC)
- Search Engine Optimization (SEO)

**Customized Digital Advertising Solutions
Also Available**



Creative Solutions

Solutions to Build Your Brand and Your Business.

Who are we?

Creative Solutions is a full-service creative agency within GateHouse Media

Our **award-winning designers** specialize in creating ads that help you dominate the space, both digital and print.

Dominate our website with the totally immersive **EDGE Unit.**

Dominate the homepage or section front ad space with a **Site Takeover**



Standard **Digital Ads**



Both **Magazine** and **Newspaper** ads



additionally, Creative Solutions creates marketing materials including sales collateral, inserts, posters, newsletters and brand identity to reach your consumers.

Logo creation and identity development



DIGITAL DIAMOND
GateHouse Media Elite



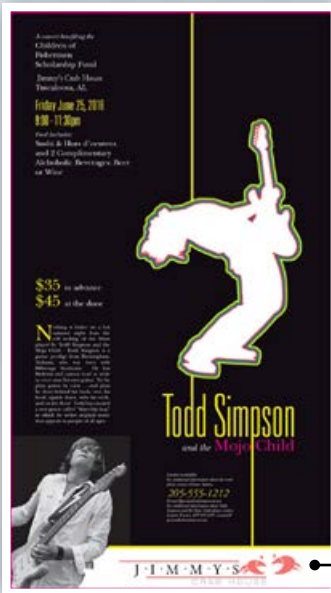
GateHouse Media Office of
Information Security

Rich media
digital ads



Direct mail

Posters



Inserts



Native
advertising



Sales collateral



Branding



Your advertising and marketing creative solution.





The Daily News delivers more than just the news to our community
— it provides high-quality journalism and ongoing support for the
organizations that make a difference in Onslow County.

Nobody delivers like The Daily News.

How to Reach Us

JDNews.com

724 Bell Fork Rd • Jacksonville, NC 28540

(910) 353-1171

Circulation: (910) 577-7323

Advertising: (910) 219-8410

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