

## OTHER ADVERTISING OPTIONS

# Product details

Sure, we're a daily newspaper, but we offer a whole lot more. As the leading information provider in Southwest Virginia, we have many other products to help you communicate with your customers. Here is a listing of these products, where and when they're distributed, the audience and how they can help your business succeed.

### Additional Market Coverage (AMC)

Exclusive delivery of pre-printed publications with a complimentary copy of The Roanoke Times to non-subscribers.

**WHO:** The Roanoke Times nonsubscribers

**WHEN:** Tuesday - Sunday

**WHERE:** Roanoke metro and New River Valley

**BENEFIT:** Make a big impact with non-subscribers - sponsor the newspaper delivery and get high visibility while positioning your business as a leader in the community, all at a fraction of the cost of direct mail.



### Total Market Coverage (TMC)

Simply Savings, NRVe, and CENTS-ible Inserts are our TMC options. These go to households in the Roanoke and New River Valleys who currently do not subscribe to the Sunday Roanoke Times.

**WHO:** Sunday non-subscribers and 24/7 online.

**WHEN:** Fridays

**WHERE:** Roanoke and New River Valley

**BENEFIT:** Delivers your advertising message, coupons, deals and events right to your customers' door.



### Color Comics

Options include full-color advertising, inserts, spadea wraps, and gatefolds. Readers have to physically handle the advertiser's message to get to other inserts.

**WHO:** The Roanoke Times readers

**WHEN:** Sunday

**WHERE:** Full circulation

**BENEFIT:** Your advertising message will stand out in this high impact, exclusive position on the front of this popular, family oriented section.



### Complete Package Inserts (CPI)

A CPI involves the creation (design and photography), printing and distribution of a customer's insert.

**WHO:** The Roanoke Times subscribers and/or non-subscribers

**WHEN:** Tuesday - Sunday

**WHERE:** Full circulation or zoned by zip code. Can also be on roanoke.com

**BENEFIT:** Showcase your business and products in detail with this custom designed section that can be distributed to areas of your choice.



### Delivery Bags (Polybags)

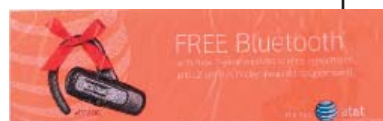
A bag with a printed message that contains a home delivered paper. It gives the advertiser the opportunity to place a highly visible advertisement on the entire newspaper package.

**WHO:** The Roanoke Times subscribers

**WHEN:** Any day, except on a day that a Polybag or Sticky Note is already reserved. Limit one per day

**WHERE:** Full circulation

**BENEFIT:** A great way to engage consumers with your advertising message. Your ad gets "hands-on" contact with consumers as they remove their newspaper from the bag.



### Homes Now

Tab with real estate display ads. Homes Now is a free local real estate publication that targets the active home buyer.

**WHO:** Area house hunters

**WHEN:** Alternate Fridays

**WHERE:** Roanoke metro area through display stands

**BENEFIT:** Showcase your home or property to actively searching buyers in the most up-to-date real estate publication in Southwest Virginia.



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### Job View Kiosks

Job View Kiosks are computerized stations that allow job seekers to browse employment opportunities - and even apply for jobs - at convenient touch-screen stations.

**WHO:** Area job seekers

**WHEN:** Available during business hours, may vary depending on location

**WHERE:** 6 locations throughout the Roanoke Valley and Lynchburg

**BENEFIT:** Extends your recruitment efforts beyond the reach of the newspaper to convenient, high traffic locations where job seekers gather.



### Job Market

The Job Market is a tab publication that publishes display employment ads and job related articles targeted to the workforce. It is distributed free of charge to more than 700 racks through the area.

**WHO:** Area job seekers

**WHEN:** Monday

**WHERE:** Free racks throughout Southwest Virginia

**BENEFIT:** Want highly targeted job seekers? Job Market extends your recruitment efforts with a highly visible publication distributed free to 700 locations in Southwest Virginia.



### jobs.roanoke.com

The region's leading online employment site. This interactive and user-friendly tool offers fast and easy access for job seekers.

**WHO:** Area job seekers

**WHEN:** 24 hours a day, 7 days a week

**WHERE:** Unlimited

**BENEFIT:** This site transcends geographical boundaries while focusing on the local job market and offers 24-hour accessibility to online job seekers.



### smithmountainlake.com

Featuring display ads that appear throughout the site or are targeted to specific sections. Classified listings and premium positions, are all available. Contains information relevant to the lake.

**WHO:** Internet viewers

**WHEN:** 24 hours a day, 7 days a week

**WHERE:** Unlimited

**BENEFIT:** Extend your reach to additional customers while adding interactivity, animation and excitement to your message.



### Laker Weekly

Laker Weekly features content that is localized and specific to the interests of lake residents. The Lake is delivered to subscribers every week, mailed to non-subscribers who live in Franklin and Bedford Counties, plus free distribution.

**WHO:** The Roanoke Times readers, residents of Smith Mountain Lake and free rack distribution

**WHEN:** Friday

**WHERE:** Smith Mountain Lake

**BENEFIT:** Target residents and visitors of Smith Mountain Lake like never before with this high interest, specialized lake publication.



### New River Valley Current Real Estate

Tab publication that includes listings for residential properties, commercial properties and apartment communities in the New River Valley area. Includes prominent placement on newrivervalley.com.

**WHO:** The Roanoke Times readers

**WHEN:** Sunday

**WHERE:** New River Valley

**BENEFIT:** The most up-to-date real estate print advertising in the New River Valley. Reach more potential homebuyers than any other publication in this high growth, high development area.



## OTHER ADVERTISING OPTIONS

### roanoke.com

Display ads that appear throughout the site or are targeted to specific sections, classified listings, premium positions, and multimedia and newsletters are all available.

**WHO:** Internet viewers

**WHEN:** 24 hours a day, 7 days a week

**WHERE:** Unlimited

**BENEFIT:** Extend your reach to additional customers while adding interactivity, animation and excitement to your message.



### cars.roanoke.com

Automotive section of roanoke.com, with an extensive searchable database for customers.

**WHO:** Automobile buyers

**WHEN:** 24 hours a day, 7 days a week

**WHERE:** Unlimited

**BENEFIT:** Add the impact of an online exposure to your marketing plan with cars.roanoke.com. Give your inventory an amazing audience of auto buyers.



### Vendor Tabs

Custom marketing publication featuring content about advertiser along with related display ads purchased by vendors.

**WHO:** The Roanoke Times subscribers

**WHEN:** Any day except Monday

**WHERE:** Full circulation or zoned. Can also be on roanoke.com

**BENEFIT:** Partner with key vendors to tell your story in a custom designed publication. Use this versatile vehicle to showcase your products with financial support from your vendors.



### Special Sections

Feature publications with targeted content around a theme. Special section topics include weddings, home improvement, gardening, graduations, back-to-school, college football, and others.

**WHO:** The Roanoke Times readers

**WHEN:** 10 to 12 times a year

**WHERE:** Zoned to the New River Valley and Roanoke.

**BENEFIT:** Specialized topics give advertisers the ability to target highly interested audiences. Your message stays with consumers through these sections that readers keep and refer to often.



### Sticky Notes

Sticky notes are advertising messages that are placed on the front page, tab front or classified front of home delivered and single copies of The Roanoke Times.

**WHO:** The Roanoke Times subscribers and single copy purchasers

**WHEN:** Any day, except on a day that a Polybag or Sticky Note is already reserved. Limit one per day

**WHERE:** Full circulation or zoned

**BENEFIT:** This front page ad gives you high impact exclusive positioning in a format customers can keep.



### homes.roanoke.com

Comprehensive real estate site of roanoke.com. Home buyers can search properties houses by many aspects and can even determine near by schools and emergency locations.

**WHO:** Home buyers

**WHEN:** 24 hours a day, 7 days a week

**WHERE:** Unlimited

**BENEFIT:** Add the impact to your marketing plan with homes.roanoke.com and give homes buyers 24-hour accessibility to your inventory.

