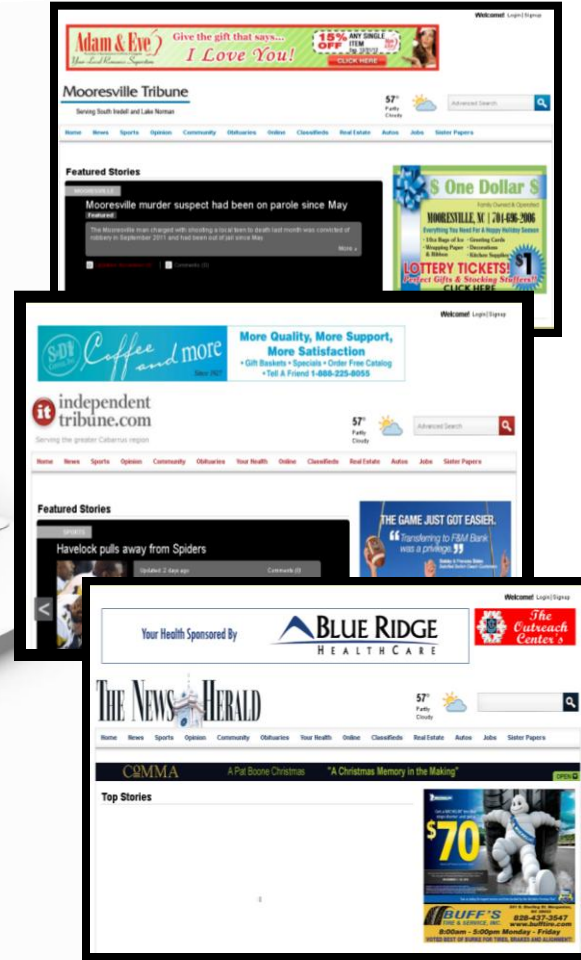


For You. About You. Everyday.

HDR
Hickory Daily Record



it independent
tribune.com
Serving the greater Cabarrus region



THE NEWS-HERALD

The McDowell News

STATESVILLE RECORD & LANDMARK

Mooreville Tribune

North Carolina Media Group Interactive works better than any other medium when you want to reach the consumer ready to buy in your market

- Saturation is Yours
- No Invoice Surprises
- Reach a Targeted Audience
- It's Cost Effective
- It Creates Attention



WIN FREE RACE TICKETS

100 LUCKY FANS
will have a chance to win from
HICKORY MOTOR HDR
SPEEDWAY

728x90



**YOUR HEART.
OUR PASSION**

**LEARN MORE,
CLICK HERE!**

Sanger Heart & Vascular Institute
at Blue Ridge HealthCare
BLUE RIDGE
MEDICAL GROUP



Your Health Sponsored By



200x90

WIN FREE RACE TICKETS

100 LUCKY FANS
will have a chance to win from
HICKORY MOTOR HDR
SPEEDWAY

CLICK TO ENTER TODAY!

300x250

300x600

45% of Viewers \$75,000 plus median income
55% College Degree
65% of Online Readers have also read print
45.8% Age 35 to 54

Ad Size
Deal of Day – 200x60
Leaderboard – 728x90
Rectangle – 300x250
Big Rectangle – 300x600
Page Peel
Sticky Note
Pencils
Site Sponsor
Eblast

Email Blast: Let our numbers tell your story. Only 4 email blast per month!

Winston-Salem, NC
HDR
Hickory Daily Record
June 22, 2012
FOLLOW US ON TWITTER JOIN US ON FACEBOOK
News Entertainment Sports Lifestyle Columns Community Weather
Having trouble viewing this email? [Click here](#) Send this email to a friend

"BEFORE WEIGHT LOSS SURGERY, WORKING OUTSIDE WAS NEARLY AN IMPOSSIBLE CHORE. NOW IT IS A PASSION."

Frye
Surgical Weight Loss Program

Struggling with obesity? The Surgical Weight Loss Program at Frye Regional Medical Center may be able to help. Our Bariatrics team works to understand your needs, and provides some of the latest procedures that may lead to life-changing results.

Take the first step toward getting back to the real you. Call 828-315-3391 and register to attend our free educational seminar:

Thursday, July 19
6:30 pm
Gateway Conference Center
909 Highway 70 SW
Hickory, NC 28602

This surgery is designed for those with a body mass index (BMI) of 35 or greater (BMI is calculated by dividing your weight in pounds by your height in inches squared). Bariatric surgery may also be an effective treatment for the treatment of type 2 diabetes, hypertension, and other conditions.

Eldon Clayman
Retired chiropractor, gardening enthusiast
Surgical Weight Loss Patient
Lost over 170 pounds

These individuals' effort results achieved by these patients. As each case must be independently evaluated and managed, actual weight loss will vary.

EXCEPTIONAL CARE. A CENTURY STRONG. Surgical Weight Loss

ADAMS Bariatric Surgery Center of Excellence • OptimaHealth™ Center of Excellence for Bariatric Services
Cape Fear Health System Hospital • Avera Institute of Quality™ for Bariatric Surgery • Blue Distinction Center for Bariatric Surgery

QUICK LINKS: [Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#)

ABOUT US:
You have received this special offer as a valued subscriber to Hickory Daily Record. We have respect for your privacy, and we do not share your email address with anyone.

HOW TO UNSUBSCRIBE:
If you prefer not to receive commercial email from Hickory Daily Record, unsubscribe.

HOW TO ADVERTISE:
For information on advertising in e-mail newsletters or other creative advertising opportunities with Hickory Daily Record, please see our Media Kit.

Hickory Daily Record © 2012 World Media Enterprises, Inc.
Hickory Daily Record • PO Box 966 Hickory, NC 28602

Property
Winston
Marion
Morganton
Hickory
Statesville
Mooresville
Concord

*Registered Users are subject to change.
Call you Account Executive to get updated users and



Pencil Ads 960x300



The screenshot shows the hickoryrecord.com website with a 960x300 Pencil Ad unit. The ad is for The Gardner Group, featuring a yellow background and text about insurance choices. The website header includes navigation links like Home, News, Sports, Opinion, Life & Entertainment, Obituaries, Your Health, Online, Classifieds, Real Estate, Autos, Jobs, and Sister Papers. The ad unit is positioned below the header and above the main content area.

HEALTHY COMMUNITIES HEALTHY HOSPITALS
Paid for by the NC Hospital Association
Let's keep our hospitals in North Carolina healthy for all of us
[SEE MORE HERE](#)

KEEP PUBLIC NOTICES WHERE THE PUBLIC NOTICES

HDR
hickoryrecord.com

75° Overcast

Advanced Search

Home News Sports Opinion Life & Entertainment Obituaries Your Health Online Classifieds Real Estate Autos Jobs Sister Papers

THE GARDNER GROUP For All Your Insurance Needs

Featured Stories

NEWS

After much discussion, guns allowed in Catawba parks

Posted: 5 hours ago Comments (9)

NEWTON
NC - County commissioner narrowly agreed Monday night to allow concealed handguns at all of the county parks.

LIVE FEARLESS
WITH THE GARD WIDELY ACCEPTED BY DOCTORS
[LEARN MORE](#)

HEALTHY COMMUNITIES HEALTHY HOSPITALS
Paid for by the NC Hospital Association
Let's keep our hospitals in North Carolina healthy for all of us
[SEE MORE HERE](#)

KEEP PUBLIC NOTICES WHERE THE PUBLIC NOTICES

HDR
hickoryrecord.com

75° Overcast

Advanced Search

Home News Sports Opinion Life & Entertainment Obituaries Your Health Online Classifieds Real Estate Autos Jobs Sister Papers

MORE CHOICES IN 1 PLACE
Save time & money by shopping with 5 of NC's top Home & Auto Insurance Carriers in 1 location. Call now to get a comparative Home & Auto quote from Travelers, Progressive, Safeco, GMAC Insurance and MetLife Home & Auto all in less than 10 minutes.
Call today for your FREE quote
828-322-1303
Located on Springs Road

THE GARDNER GROUP

- TRAVELERS
- SAFECO
- METLIFE
- GMAC
- PROGRESSIVE

Click Here

*The Gardner Group is a Licensed Independent Agents/Producer appointed by Travelers, Safeco, GMAC Insurance, MetLife Home & Auto and Progressive

Featured Stories

- Displays to every unique visitor on every page – can't be missed

- Receive exclusivity for 24 hours – choose your days or week

- Pencil Features:

- High Impact rich media ad unit

- Above the header on each page

- Large space for content & images

- Excellent for Events

Exclusive position on every page of the NCC site of your choice!

Deal of the Day (200 x 90)



**Reserve the Site for a day!
Unparalleled Branding!**

- Your Ad will display in front of every user on every page of the web site on your reserved day or days!

- Promote: Events, Grand openings, Sales, Concerts, Services, etc.

- Grab attention with highly animated, eye-catching “rich media” ads

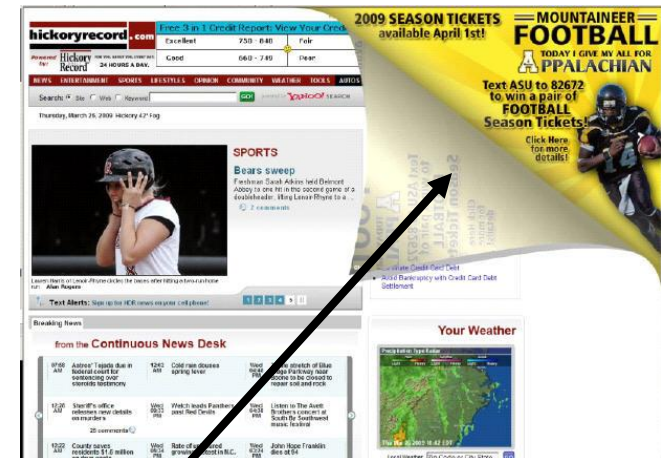
- Link directly to your offer

The screenshot displays the hickoryrecord.com website. At the top, there's a navigation bar with links: Home, News, Sports, Opinion, Life & Entertainment, Obituaries, Your Health, Online, Classifieds, Real Estate, Autos, Jobs, and Sister Papers. Below this, a featured story titled "A Day in the Life of a Teacher: She's there to teach them..." is visible. To the right of the featured story, there's a sidebar with a "12 MONTHS NO INTEREST" offer from Lindy's Furniture Company. The "Deal of the Day" advertisement for The Bisanar Co. is highlighted with a red circle. The ad text reads: "The Bisanar Co. Largest Certified Diamond Inventory Downtown Hickory, NC Click for Inventory 1 CARAT / \$2500". The website also shows a weather widget indicating 57° Partly Cloudy and an "Advanced Search" button.

Corner Peels & Sticky Notes



- Displays to every unique visitor on the homepage – can't be missed
- Receive exclusivity for 24 hours – choose your days or week
- Corner Peel Features:
 - High Impact rich media ad unit
 - Top Right Corner of the web page peels back to reveal your message
 - Large space for content & images
- Sticky Note Features:
 - Appears over page-then retracts
 - 300x250 pixel ad unit
 - Excellent for Brand Awareness or Events



Corner Peel

Sticky Note



North Carolina Media Group Interactive works better than any other medium when you want to reach the consumer ready to buy in your market

WIN FREE RACE TICKETS

100 LUCKY FANS will have a chance to win from

HICKORY MOTOR HDR
SPEEDWAY

- Saturation is Yours
- No Invoice Surprises
- Reach a Targeted Audience
- It's Cost Effective
- It Creates Attention

WIN FREE RACE TICKETS

100 LUCKY FANS will have a chance to win from

HICKORY MOTOR HDR
SPEEDWAY

CLICK TO ENTER TODAY!

Conversations
wine & tapas
Room

Red Carpet Event

June 14th
6:00pm
118 1st Ave
South, Conover

Click to RSVP Today

YAHOO! SHOPPING

Home | Clothing | Electronics | Computers | Home & Garden | Shopping Insider | Back to School

Shop for: **SEARCH** in Indoor Living

Related Searches
1. Discount Kitchen Appliances

Shopping > Home & Garden

Home & Garden

YAHOO! SHOPPING
Back-to-School Guide
Shop our top 10 picks:
Top 10 Laptops » Top 10 Fashion for Her »
Top 10 Digital Cameras » Top 10 Fashion for Him »
See all top 10's »

Popular Home & Garden Categories

IT ALL HAPPENS HERE!

Like Us On facebook

Win Tickets & Prizes For Upcoming Events

Cabarrus Arena

Ad Size	GEO/DMA Pricing	BT Pricing
Skycraper	\$15 CPM	\$20 CPM
Leaderboard	\$15 CPM	\$20 CPM
Rectangle	\$15 CPM	\$20 CPM



Mobile Portfolio



Grab attention of highly engaged visitors who've requested "Content on the Go" from North Carolina's Community mobile websites !

Own the Space ! Just 1 ad per page - only 1 sponsor per page view

Device detection technology enables your banner ad to render correctly to viewer -whatever type of portable !

Link banner ads to your existing mobile site or mobile splash page with a call to action



Brand your message with run of site campaign and static banner link

Mobile Website
www.hickoryrecord.com
www.morganton.com
www.statesville.com
www.independenttribune.com
www.mcdowellnews.com
www.moorevilletribune.com

Mobile Usage Unprecedented Growth!

- 33% of US households own a Smartphone
(State of Media Democracy Survey, Deloitte, Feb. 2011)
- 87% of Smartphone owners access the internet or email on a handheld, 2/3 (68%) of whom do so on a daily basis
- 25% of Smartphone owners go online using their phone rather than with a computer
(Pew Internet, Smartphone Adoption & Usage, July 2011)