



The News & Advance

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HISTORIC THEATER HAS A NEW LOOK



Board requests level funding

Will seek same amount of city as this school year in spite of city's request for cuts

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After little discussion, Lynchburg City School Board members voted unanimously Tuesday night to request level funding from the city in 2018-19.

The News & Advance
newsadvance.com

Print

Digital

Events

2018 Media Guide

About BH Media Group



BH Media Group was formed in 2012 following Warren Buffet's purchase of the Omaha World-Herald in 2011. Today, BH Media owns 31 daily newspapers, 47 paid weekly newspapers, 32 niche print products and a TV station. In Virginia alone, we have publications in 32 different markets.

This expansive national media network offers enormous amounts of content and marketing solutions in print, broadcast, online, mobile, social, email and video, thereby making BH Media Group the #1 source of news and information in the communities we serve.

Our Audience

We are THE source:

Newspapers and their websites consistently outscore other media for being "reliable," "accurate" and "in-depth" about local civic, social and political issues.

Source: Consumer market study, Scarborough, 2017, NAA

Relevant and Credible:

In the last week, 2.9 million Virginia adults have read a newspaper or visited its website.

Source: Nielsen Scarborough 2017

Trustworthy:

82% of consumers consider print ads the most trusted channel for advertising.

Source: 2016 study of 2,400 U.S. consumers by Marketing Sherpa

We are in the TOP 2%:

The News & Advance online website is in the top 2% of most-visited U.S. websites.

Source: Quantcast Data, January 2018

Advertising Hits Home:

90% of newspaper readers say they take specific actions as a result of reading pre-printed inserts in newspapers.

Source: 2015 study by Coda Ventures

Engaged Readers:

Newspaper readers are 55% more likely to engage than the general population. Whether measuring perceptions of trust and reliability or use of the medium's digital and mobile platforms, newspapers have a clear advantage in reaching and motivating consumers.

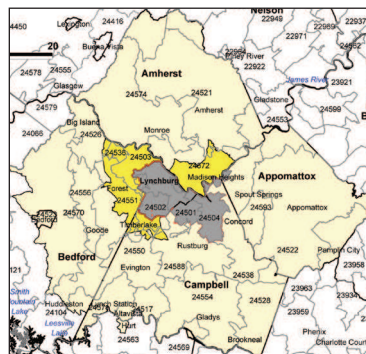
Source: Consumer market study, Scarborough, 2017, NAA

Print

Newspapers	Circulation	Readership
The News & Advance	24,320	60,000
Amherst New Era Progress	2,400	6,000
Nelson County Times	2,000	5,000
The Burg	24,050	61,500

Age:	Gender:	Household Income:
18-34: 16%	46% male	Less than \$50,000: 53%
35-49: 20%	54% female	\$50,000-\$100,000: 30%
50+: 64%		More than \$100,000: 17%

Sources: Consumer market study, Scarborough, 2017, NAA
Alliance for Audited Media, March 2017
Gross Pressrun Report, March 2018



Digital

Website & Mobile	Page Views Per Month	Unique Visitors Per Month
The News & Advance	2.3 Million	332,000

Includes Amherst, Nelson and The Burg

Age:	Gender:	Household Income:
Under 18: 16%	44% male	Less than \$50,000: 55%
18-34: 20%	56% female	\$50,000-\$100,000: 27%
35-54: 43%		More than \$100,000: 18%
55+: 21%		

Sources: Quantcast Data, January 2018
Google Analytics, March 2018

100+ Marketing Solutions

Print Solutions

- The News & Advance – Daily news
- Amherst New Era Progress – Thursday weekly
- Nelson County Times – Thursday weekly
- The Burg – Wednesday weekly entertainment
- Screen – Friday weekly TV guide
- Real Estate This Week – Sunday weekly home guide
- Carseeker – Thursday weekly automotive section
- Tributes – Monday monthly section of obituaries



Front Page Sticky Notes:

Full Color Front/Black and White Back, 3”x3”

Glossy Inserts:

We print, we deliver - totally turnkey for you
Print as few as 10,000. Select areas you'd like to target
70 lb. glossy paper, full-color

Polybags:

Size: 19” x 8” One Color Only



Newspaper Ad Sizes:

- Full Page: 9.89” x 19.75”
- 1/2 Page: 9.89” x 9.75”
- 1/4 Page: 4.89” x 9.75”
- 1/8 Page: 4.89” x 4.75”
- Strip Ad: 9.89” x 2.5”
- Flag Ad: 3.22” x 1.75”



Standard Digital Sizes

(in pixels)

300 x 250

728 x 90

300 x 600

160 x 600

300 x 50

320 x 50

Digital Solutions

A few of our available online digital advertising options:

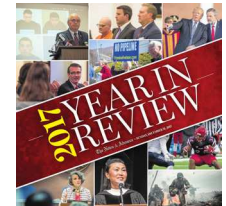
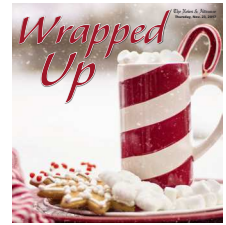
- Local Display Ads on our website
- High Impact Takeovers and Sponsorships
- Daily/Weekly E-mail Newsletters to subscribers
- Customized Quizzes and Contests with options to build database and append data
- Website Development
- Email Blasts - Targeted and Non Targeted
- Targeted Display ads on national websites
 - Deliver your message to specific zip codes through geo-targeting
 - Geo-fence precise locations
 - Continue to deliver your message even after viewers have left your website (search/site retargeting)
 - Increase traffic to your website through keyword/category contextual strategies
- Search Engine Marketing / Google Ad Words
- Search Engine Optimization – Online Reputation Management
- Dashboard/Directory Packages
 - Enhanced “Find It” Directory Listing
 - BH Digital Services Reporting Dashboard
 - Performance, Presence, Reputation, and Social Media Intelligence

Special Sections

Our special sections throughout the year focus on many aspects of the region that make it a unique, fun place to live and work.

Calendar 2018

March <i>Discover Central Virginia</i>	August <i>Senior Living Expo</i>
April <i>Garden Week & Home Improvement</i>	September <i>Discover Central Virginia</i>
May <i>Venture</i>	October <i>Readers' Choice</i>
June <i>Discover Central Virginia</i> <i>High School Athletic Awards</i>	November <i>Venture</i> <i>Wrapped Up</i>
July <i>Discover Central Virginia</i>	December <i>Discover Central Virginia</i> <i>Year in Review</i>



Events



Date: Tuesday, June 26, 2018

High School Athletic Awards: Reception recognizing outstanding high school student athletes, coaches and journalists in all major sports categories; Features a guest speaker who will deliver a keynote speech, a buffet dinner, an official awards ceremony, a glossy keepsake booklet and a special section.

Date: Saturday, August 25, 2018

Senior Living Expo: Informative and fun expo for adults 55 and older; Features free health screenings, an exhibition hall with vendors, several seminars and a special section/ senior resource directory.



Date: Thursday, October 25, 2018

Readers' Choice Awards: Celebrating the winners of the best local businesses in Central Virginia, as voted by our readers; Reception featuring heavy hors d'oeuvres, an official awards ceremony and a special section.

