

## UNION LEADER • SUNDAY NEWS

# 2019 Digital Solutions & Sizes





### **OUR AUDIENCE**

#### Gender

37% Female 63% Male

#### Age

9.5% are 18-24 19.2% are 25-34 19.7% are 35-44 21.8% are 45-54 19.3% are 55-64 10.6% are 65+

#### **Education**

52% College Graduate or Higher 36% High School Graduate

#### **Household Income**

47% \$80,000 or more 35% \$40,000-79,000 15% Less than \$40,000

#### **Home Ownership**

80% own homes

#### Readership

New Hampshire Sunday News - 108,037/Day New Hampshire Union Leader - 77,445/Day Neighborhood News - 150,000/Week Bedford Bulletin - 15,000/Week

UnionLeader.com - 800,000/Unique Visitors a Month



NEW HAMPSHIRE

### DIGITAL DISPLAY



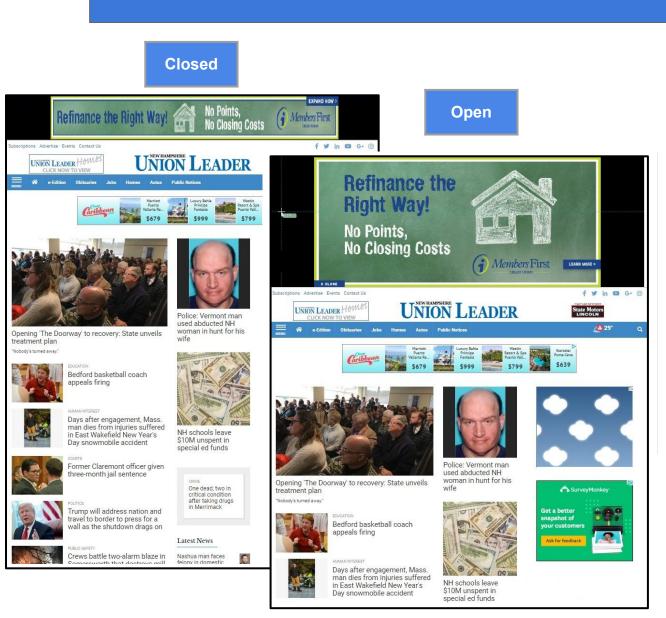
Valid file types: GIF, JPG/JPEG, PNG, SWF, JS, TXT, Hosted HTML, ZIP.





UNION LEADER Open up New Hampshire.

- Closed 970 x 90
- Open 970 x 415
- Top of site placement
- Homepage \$500/day
- Inside Pages \$500/day
- Full Site \$1,000/day



EXPANDABLE BILLBOARD

Advertising@UnionLeader.com 603-668-4321





- 500 x 100
- Base of site
- Homepage \$375/day
- Inside Pages \$375/day
- Full Site \$750/day

### ADHESION





### INTERSTITIAL



- 500 x 500
- Floats in page until reader clicks close
- Static \$25 CPM
- Video \$30 CPM

CPM - Cost per 1,000 impressions







- Pre-roll video on sports videos
- Sports pages
- \$24 CPM

CPM - Cost per 1,000 impressions

### SPORTS VIDEOS

