



NEW HAMPSHIRE UNION LEADER • NEW HAMPSHIRE SUNDAY NEWS

2019 Digital Solutions & Sizes

OUR AUDIENCE



NEW HAMPSHIRE
UNION LEADER

Open up New Hampshire.

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 UNION LEADER

Open up New Hampshire.

Ad Unit	Size	ROS CPM	Section CPM	Homepage CPM
Half Banner	234 X 60	\$10	N/A	\$14
Leaderboard	728 X 90	\$12	\$14	\$16
Big Square	300 X 250	\$11	\$13	\$15
Half Page	300 X 600	\$15	\$17	\$20
Rectangle	300 X 100	\$4	\$6	\$7
Mobile	320 X 50	\$15	N/A	N/A

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

DIGITAL DISPLAY

Subscriptions Advertise Events Contact Us

Half Banner
234 X 60

NEW HAMPSHIRE
UNION LEADER

State Motors
LINCOLN

Leaderboard
728 X 90

Big Square
300 X 250

Half Page
300 X 600

Rectangle
300 X 100

CPM - Cost per 1,000 impressions

Section - Target your message to specific content, such as lifestyle, events, sports, health, real estate, business, obituaries, employment, politics and more.

Homepage - Homepage only impressions will be postponed or swapped with ROS impressions of equal value on days when a homepage takeover is scheduled.

EXPANDABLE BILLBOARD



Closed

Open

NEW HAMPSHIRE 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

Refinance the Right Way! No Points, No Closing Costs

Members First CREDIT UNION

NEW HAMPSHIRE UNION LEADER

Opening 'The Doorway' to recovery: State unveils treatment plan

Police: Vermont man used abducted NH woman in hunt for his wife

Bedford basketball coach appeals firing

Days after engagement, Mass. man dies from injuries suffered in East Wakefield New Year's Day snowmobile accident

Former Claremont officer given three-month jail sentence

Trump will address nation and travel to border to press for a wall as the shutdown drags on

Crews battle two-alarm blaze in Camarasset that destroys mill

Nashua man faces felony in domestic

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Days after engagement, Mass. man dies from injuries suffered in East Wakefield New Year's Day snowmobile accident

NH schools leave \$10M unspent in special ed funds

SurveyMonkey

Get a better snapshot of your customers

Ask for feedback



NEW HAMPSHIRE
UNION LEADER
 Open up New Hampshire.

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

ADHESION

The screenshot shows the Union Leader website homepage. At the top, there are navigation links for Subscriptions, Advertise, Events, and Contact Us. The main header features the 'UNION LEADER' logo and a 'NEW HAMPSHIRE' sub-label. Below the header is a menu with options like e-Edition, Obituaries, Jobs, Homes, Autos, and Public Notices. A weather widget shows 29 degrees. A row of travel advertisements includes 'Caribbean', 'Marriott Puerto Vallarta', 'Luxury Bahia Principe Fantasia', 'Westin Resort & Spa Puerto Vallarta', and 'Iberostar Punta Cana' with prices ranging from \$639 to \$999. The main content area features a large photo of a crowd, a portrait of a man with a caption about a police search for an abducted woman, and a 'SurveyMonkey' advertisement. A grey box at the bottom right of the screenshot contains the text 'Adhesion 500 X 100'.

INTERSTITIAL



NEW HAMPSHIRE
UNION LEADER

Open up New Hampshire.

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

CPM - Cost per 1,000 impressions

Subscriptions Advertise Events Contact Us

NEW HAMPSHIRE
UNION LEADER

UNION LEADER Homes
CLICK NOW TO VIEW

State Motors
LINCOLN

Home e-Edition Obituaries Jobs Homes Autos Public Notices 29°

Caribbean
Marriott Puerto Vallarta Re... \$679
Luxury Bahia Principe Fantasia \$999
Westin Resort & Spa Puerto Vall... \$799
Iberostar Punta Cana \$639

Opening 'The Doorway' to recovery treatment plan
"Nobody's turned away."

EDUCATION
Bedford basketball coach appeals firing

HUMAN INTEREST

SurveyMonkey
Get a better snapshot of your customers
Ask for feedback

SPORTS VIDEOS



NEW HAMPSHIRE
UNION LEADER

Open up New Hampshire.

- Pre-roll video on sports videos
 - Sports pages
 - \$24 CPM
- CPM - Cost per 1,000 impressions

new e sports league for success sugar nose

as Division I champs wins Manchester City Marathon

CLICK HERE TO ADD YOUR EVENT

UPCOMING EVENTS TUESDAY, NOVEMBER 6

	Senior Story Gala/Rebecca Rule Plymouth Regional Senior Center	1:00 PM
	Tween Craft: Paracord Bracelets Laconia Public Library	3:00 PM
	Auditions: The Little Mermaid Silver Center for the Arts - Hanaway Theatre	3:30 PM
	Professional Dancers Host Master Classes NH Academy of Performing Arts	3:30 PM
	Structuring a Deal: Common and Uncommon Iss...	4:00 PM

Mike Shalin's Working Press: Packers proved to be just another pretender

Football: Wildcats enjoy a turnover party

Hopkinton works overtime for Division III crown

UNH hockey team looking to play three good periods

Epping takes Div. IV girls' soccer title

Sunday in 60 | Week 9

FINAL 17 31

Newsletter Signup

Your email address

First name

Advertising@UnionLeader.com
603-668-4321