

TIMES-NEWS

www.magicvalley.com

Tips for Getting your News in the Times-News and on Magicvalley.com

BY AUTUMN PHILLIPS
aphillips@magicvalley.com

TWIN FALLS • Have something you'd like to share with the community? The *Times-News* is a great

way to reach almost 20,000 households who have the newspaper delivered to their homes and the more than 20,000 people who visit our website, Magicvalley.

com, every day. Let us help you to make it as easy as possible.

Know who to call. The Times-News covers the eight coun-

ties of south-central Idaho. If you have story ideas or something you would like to see in the newspaper, use this contact list to guide you:

Autumn Phillips

Editor

Editor Autumn Phillips always enjoys hearing from readers with story ideas or feedback. Call her at 735-3255 or email aphillips@magicvalley.com.



Kimberlee Kruesi

Reporter

Kimberlee Kruesi covers state and local **government and environmental issues**. She's also the reporter on scene at most wildfires. Email kkruesi@magicvalley.com or call 735-3376.



Billie Stanton

Managing Editor - print

As the assigning editor, Billie Stanton is a great person to call with **story ideas** of all sorts. Call 735-3237 or email bstanton@magicvalley.com.



Laurie Welch

Mini-Cassia Reporter

We have two reporters covering the **Mini-Cassia** area. Laurie Welch covers Cassia County stories of all kinds. Email lwelch@magicvalley.com or call 677-5025.



Eric Goodell

Community Editor

Our **Community** section is the best place to publish awards, club news and other accomplishments. Community Editor Eric Goodell can be reached by email at egoodell@magicvalley.com – subject line: For Community – or call 735-3377.



Colt Crane

Mini-Cassia Reporter

We have two reporters covering the **Mini-Cassia** area. Colt Crane covers Minidoka County. Email him at ccrane@magicvalley.com or call 678-1536.



Ramona Jones

Entertainment

Entertainment calendar listings go to Ramona Jones at rjones@magicvalley.com or call 735-3262.



David Bashore

Sports Editor

We have a three member **sports department** dedicated to making sure you know the latest accomplishments of our high school and college athletes. Sports Editor David Bashore is the best person to call at 735-3230 or email dbashore@magicvalley.com.



Tetona Dunlap

Reporter

If you have a story idea for the **Friday Entertainment** section, contact Tetona Dunlap at tdunlap@magicvalley.com or call 735-3243. (Dunlap also puts together the **Saturday Religion** page.)



Ashley Smith

Photographer

Photographer Ashley Smith has covered wildfires, community events and daily Magic Valley life for more than a decade. See something that begs to be photographed? Call him at 735-3251 or email asmith@magicvalley.com.



Julie Wootton

Education Reporter

Education reporter Julie Wootton covers all other aspects of the schools – political, financial and personal. She can be reached by calling 735-3204 or email jwootton@magicvalley.com.



Mychel Matthews

Reporter

Mychel Matthews covers **agriculture and health care** for the Times-News. As a life-long Magic Valley resident, she also writes the weekly **Hidden History** column. She can be reached at mmatthews@magicvalley.com or 735-3233.



Alison Smith

Reporter

Alison Smith coverage **courts and crime**. Email alismith@magicvalley.com or call 735-3220.



Brian Smith

Investigative Reporter

Want someone to dig deeper into an issue? Brian Smith is our enterprise / **investigative reporter**. He can be reached by calling 735-3234 or email bsmith@magicvalley.com.



Virginia Hutchins

Managing editor - online

One of the best things about living in the Magic Valley is all the great **outdoor recreation** opportunities. Every Thursday we publish a section full of stories about hiking, hunting, skiing, boating, fishing and biking. Virginia Hutchins is the person to call with story ideas for this section at 735-3242 or email vhutchins@magicvalley.com.



Jon Alexander

Opinion/ Engagement Editor

For **letters and reader comments**, contact Jon Alexander at 735-3246 or email jalexander@magicvalley.com.



Tips for Writing a Press Release

BY AUTUMN PHILLIPS
aphillips@magicvalley.com

1. Keep it short. No more than one page.
2. Put your contact information at the top.
3. Next, include all the need-to-know information (time, date, place if it's an event)
4. Follow with two to three paragraphs of pertinent information.
5. Email it to the correct person; follow up with a phone call

Tips for Writing a Letter to the Editor

BY AUTUMN PHILLIPS
aphillips@magicvalley.com

The *Times-News* has a 300-word limit for letters. We do not publish personal attacks, racist or derogatory comments or letters promoting or disparaging

a business. Include your address and phone number at the bottom of the letter (for identity confirmation and not to be published). If you have a larger point to make that won't fit in 300 words, the *Times-News* also welcomes "Reader Com-

ments," which have a 500-word limit. Please include a photo of yourself and a one-line bio at the end of your commentary. Send letters and reader comments to Ellen Thomason at letters@magicvalley.com. For more information, call 735-3266.

All Times-News

Reporters, Editors and Photographers

All Times-News reporters, editors and photographers are on Facebook and Twitter. To connect or follow any of them, visit Magicvalley.com and scroll down the right hand rail.

Staff photos by Ashley Smith and Drew Nash, Times-News photographers.

TIMES-NEWS
magicvalley.com





Reaching More People in More Ways

BY AMBER TOBIASON
Amber.Tobiason@magicvalley.com

“...our job is to help local businesses like yours connect with our large audience of local consumers.”

TWIN FALLS • The *Times-News* takes pride in putting readers first and providing essential local news and advertising information to Southern Idaho adults. Through our daily newspaper and through Southern Idaho’s most visited local website, *MagicValley.com*, we continue to reach almost eight of 10 adults with our printed newspaper and our website every week.

In the advertising department, our job is to help local businesses like yours connect with our large audience of local consumers. Our team of advertising sales consultants will work with your business to put together a results focused marketing campaign to reach your prospective customers in compelling ways.

The past several years have been an exciting time in our industry. We can now reach more people in more ways than ever before. On this page we have included just a small snap shot of some of the services our *Times-News* advertising team can use to help your business grow.

(Source: 1. LEAR Audience Report, Thoroughbred Research January 2013 – June 2013.)

Special Editorial & Advertising Features

Agriculture	Every Sunday
Business	Every Tuesday
Food Day	Every Wednesday
Magic Values	Every Tuesday to Non Subscribers
Outdoors	Every Thursday
Religion	Every Saturday
The Voice	Every Wednesday to Mini-Cassia households
TV Weekly	Sunday via Requested Distribution
Automotive Mega Day	Every Friday
Real Estate Mega Day	Every Saturday
Jobs Mega Day	Every Sunday

Among all adults, 81 percent said they acted on information from newspaper circulars

QUESTION: IN THE PAST 30 DAYS, HAVE YOU EVER DONE ANY OF THE FOLLOWING WITH NEWSPAPER CIRCULARS OR AD FLIERS?

Actions on Newspaper Circulars in Past 30 Days (Total Adults)

Net All Actions	81%
Used it to compare prices	60%
Clipped and saved a coupon	58%
Saved it until you visited the store	53%
Compared one circular or ad flier to another	52%
Gave or showed it to your spouse, family member or friend	52%
Saved it until you needed to purchase the item or service attached	49%
Used circulars to plan shopping at a store or online	49%
Took the circular or ad flier to the store with you	44%
Used a special ad, sale or promotion offer to make an unplanned purchase	44%
Checked online regarding something you saw in the ad flier	39%
Base = total adults	

(Source: Frank N. Mayid Associates, How America Shops and Spends 2013)

Printed Times-News Display Advertising

BY AMBER TOBIASON
Amber.Tobiason@magicvalley.com

TWIN FALLS • With more than 1.9 readers per copy printed, the *Times-News* print edition is read by approximately 31,500 readers every weekday and approximately 36,700 readers every Sunday. We make it easy to advertise by offering complementary graphic design services and a fast two business day turn around time to get your businesses advertising message published throughout the Magic Valley. You can customize an ad schedule to your businesses unique needs or take advantage of one of our proven flight plan or small business advertising packages that come pre-packaged with the ad sizes and the frequency your business needs to make an impact on our readers.

The Voice

BY AMBER TOBIASON
Amber.Tobiason@magicvalley.com

TWIN FALLS • We publish a weekly community newspaper in Minidoka and Cassia County called *The Voice*. This community focused newspaper reaches more than 16,000 households and businesses every week on Wednesdays

by direct mail. Adding *The Voice* to your advertising in the *Times-News* expands your reach in the Mini-Cassia area by more than 12,000 households each week.



Times-News, *The Voice*, and sections featuring Wednesday Food, Friday Entertainment, Friday Magic Valley Drives, Saturday Real Estate, Sunday AG, and Sunday Classifieds

Insert Printing and Distribution

BY AMBER TOBIASON
Amber.Tobiason@magicvalley.com

TWIN FALLS • Most big box stores rely on printed advertising circulars (or ad inserts) in the daily newspaper as the cornerstone of their advertising campaigns because inserts drive sales

results. 81% of adults in America say they have acted upon a printed ad flier in their newspaper in the past 30 days.

Luckily for Magic Valley businesses, you don’t have to be a major retailer to afford an insert ad-

vertising campaign. The *Times-News* is a large volume producer of printed inserts and we pass our buying discounts along to local businesses. We can help you design, print and deliver a full color glossy insert to local residents who are inviting your advertis-

ing into their homes through their newspapers for as little as seven cents per household reached. We also publish our Magic Values publication on Tuesdays, expanding our reach to over 16,700 additional households.

(Source: Frank N. Mayid Associates - How America Shops and Spends, 2013.)

DREW NASH,
TIMES-NEWS
Inserter
Michael
Kissinger
works
Thursday,
Feb. 27, 2014,
at the
Times-News
offices in
downtown
Twin Falls.



Front Page Ads, Stickers and Creative Shaped Ads

BY AMBER TOBIASON
Amber.Tobiason@magicvalley.com

TWIN FALLS • Looking for a way to stand apart from other businesses? We offer high impact ad placement opportunities includ-

ing stickers placed on the front of the newspaper, and unique ad placements on the front

page of each section of the *Times-News* and on the front of *The Voice*.

Recruitment Advertising

BY AMBER TOBIASON
Amber.Tobiason@magicvalley.com

TWIN FALLS • The *Times-News* is proud to be partnered with Monster.com, the nation’s most visited online job board. Through our partnership with Monster.com, your help wanted advertising package can be promoted in the *Times-News*, on our MagicValley.com jobs page and on Monster.com. In an average month, the *Times-News* has approximately 2,000 active jobs seekers access job postings on MagicValley.com and our designated local market area has over 94,000 individual jobs being viewed through Monster.com and MagicValley.com’s combined job seeker traffic.

(Source: 3. Monster.com Internal Data, Mar 2012-Feb 2013, 2ComScore Media Metrix, 1Monster Snapshot Data Nov 2012-Oct 2013.)

Online Display Advertising

BY AMBER TOBIASON
Amber.Tobiason@magicvalley.com

TWIN FALLS • MagicValley.com is currently averaging over 2.3 million pageviews each month from over 17,800 unique users (separate computers) every day. The

mobile version of our website is now receiving over 1 million pageviews each month and all of our online traffic is growing. As more time is being spent online, we can help your business target these local consumers on MagicValley.com.

News is finding new ways to connect consumers and businesses. We continue to deliver results through more traditional advertising options and we are at the forefront of new media. We invite your businesses to schedule an appointment with one of our Multi Media Marketing Consultants today. Share with us your marketing goals and we look forward to being your partner in building a marketing campaign to grow your business.

Online Services

BY AMBER TOBIASON
Amber.Tobiason@magicvalley.com

TWIN FALLS • Let the creators of the areas number one most trafficked locally based website help your business stand out online as well. We can help your business with all of your online marketing needs, including website design, mobile friendly website creation, email-blasts, search engine marketing, facebook management, and much more.

As technology changes, the *Times-*

(Sources: 1. LEAR Audience Report, Thoroughbred Research January 2013 – June 2013. 2. September 2013 Alliance for Audited Media Circulation Data, Twin Falls Pulse Research Inc December 2013 Times-News Readers per Copy. 3. Monster.com Internal Data, Mar 2012-Feb 2013, 2ComScore Media Metrix, 1Monster Snapshot Data Nov 2012-Oct 2013. 4. Omniture Online Data: December 2013)

Overall Newspaper Usage

BY AMBER TOBIASON
Amber.Tobiason@magicvalley.com

TWIN FALLS • In a recent survey¹, adults in the top Lee

markets were asked if they read the newspaper, or if they accessed the Lee website in the past seven days. Of those

who said they didn't read the newspaper in print or online in the past seven days, they were asked if they had used the

newspaper in the past seven days. More than 80% of adults read or use our print and digital products each week.

Lee Newspaper + Lee Website					
Past 7 Days					
Age Group	18-29	30-39	40-59	60+	Total Reach
Print Exclusive	30.7%	23.2%	33.1%	55.7%	36.9%
Digital Exclusive	10.5%	16.0%	12.1%	3.8%	10.5%
Print & Digital	15.6%	21.6%	19.9%	12.7%	17.8%
Use Newspaper But Do Not Read	22.0%	12.7%	13.2%	12.7%	13.9%
Total Reach	78.8%	73.5%	78.3%	84.9%	79.1%

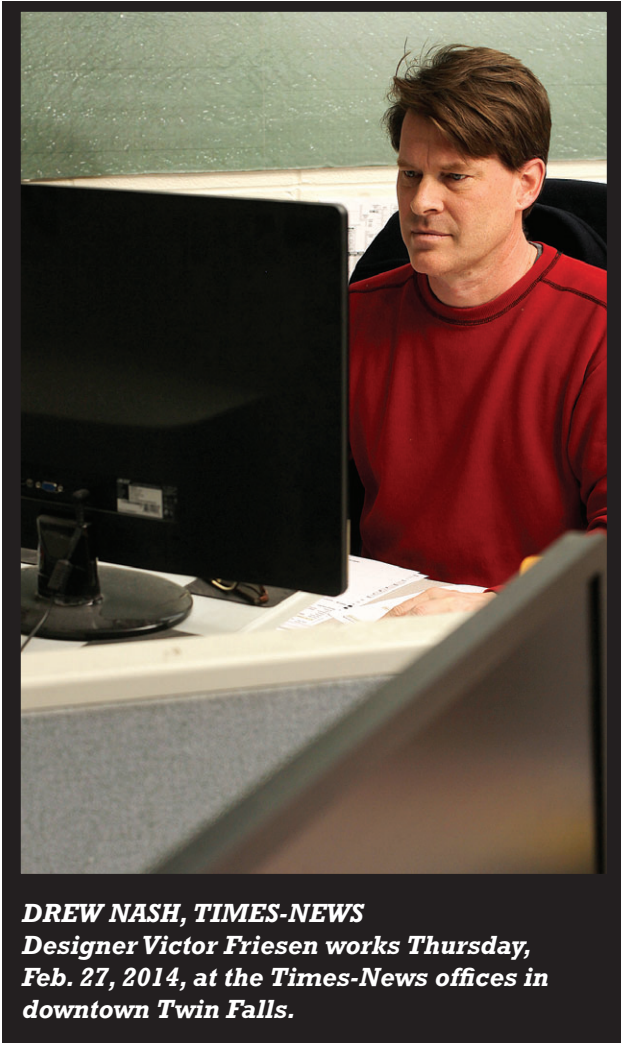
No competitor can match the results we deliver through our newspapers, niche publications, and digital products.

The *Times-News* is an invited media that your customers turn to for news and information.

No channel surfing, no fast-forwarding through commercials, no turning the dial.

In print, online, and via mobile technology we deliver results every day.

(Source: 1, LEAR Audience Report, Thoroughbred Research January 2013-June 2013)

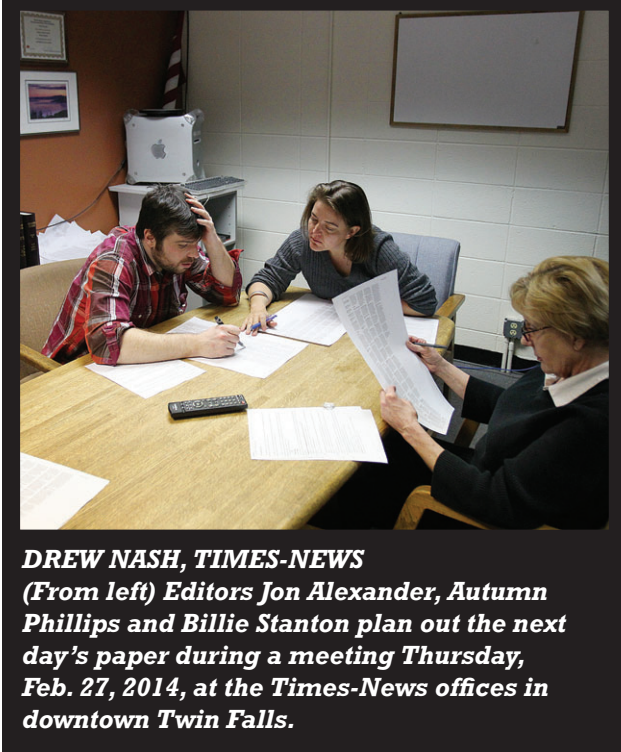


DREW NASH, TIMES-NEWS
Designer Victor Friesen works Thursday, Feb. 27, 2014, at the Times-News offices in downtown Twin Falls.

To meet with an
advertising representative
call (208) 735-3354
today.



DREW NASH, TIMES-NEWS
Controller John Murphy and Circulation Operations Manager Janae Hymas go over finances Thursday, Feb. 27, 2014 at the Times-News offices in downtown Twin Falls.



DREW NASH, TIMES-NEWS
(From left) Editors Jon Alexander, Autumn Phillips and Billie Stanton plan out the next day's paper during a meeting Thursday, Feb. 27, 2014, at the Times-News offices in downtown Twin Falls.

Not a subscriber to the *Times-News*?

See what you've been missing...

“Who’s suing the Twin Falls County Jail?”

“What schools are looking at Security issues?”

“When is the Sun Valley Lodge closing?”

“Where is that new business opening in Twin Falls?”

“Why is the city of Filer having an executive session?”

When you miss a day...you miss a lot!

Subscribe to the Times-News Today!

Try daily home delivery of the Times-News FREE* for 4 weeks, just call 208.735.3265 to get your trial subscription started today!

Must be in our normal home delivery area. Must not be a current Times-News subscriber. Subscription will automatically continue after the 4 weeks free unless we receive notification from you to cancel.

TIMES-NEWS
magicvalley.com

Magicvalley.com: South Central Idaho’s Most Viewed Website

The internet continues to drive new growth as more people rely on it for credible news and information. Magicvalley.com is the region’s most used local website, providing the best coverage in local news and information.

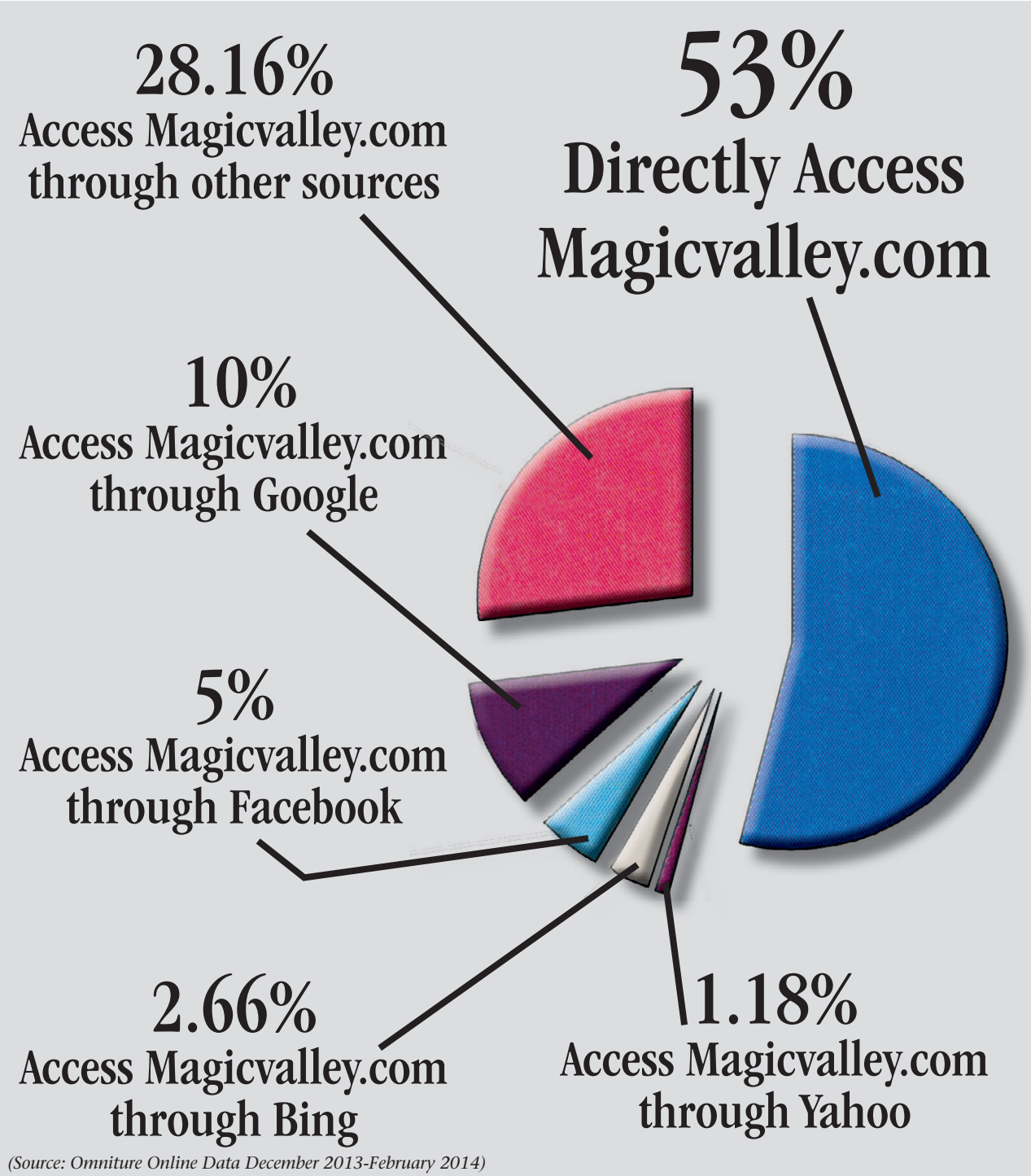
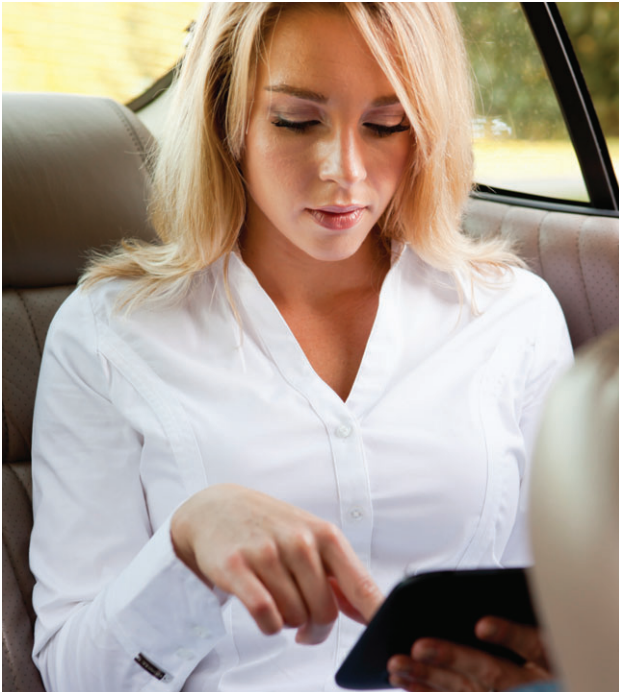
Avg. Monthly Page Views	2.46 Million
Avg. Daily Visitors	23,787
Avg. Monthly Unique Visitors	385,000
Avg. Pages Per Visit	3.22
Avg. Time Spent on Site	6 Minutes
Facebook Fans	6,749
Twitter Followers	1,610
TD Email Subscribers	7,752
Mobile Page Views	1.05 million

Web Presence
More people viewing more pages means more opportunity to reach your potential customers. To learn how our full suite of digital products can help you grow

your web presence and your business, contact your *Times-News* advertising representative today.

That’s some serious traffic.

(Source: Omniture Online Data December 2013-February 2014)

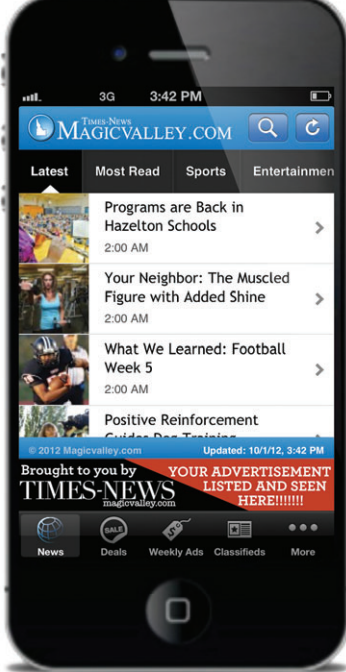


Let the Times-News Be Your Local Print And Online Marketing Expert

Times-News media representatives are committed to being your local resource for print and online marketing solutions. Our goal is to make marketing your business easy, effective and affordable. Here is just a sample of the online services we can offer your business.

1. Desktop and Mobile Display Advertising: MagicValley.com receives more traffic each month than any other Southern Idaho based website with more than 2 millions pages of content read every month. Reach area residents where they are spending their time with banner ads on MagicValley.com and on our mobile website. You can reach our entire audience, or you can target your message by day, time, demographics or shopping habits.

2. Custom Website Design & Hosting We offer custom web design options for small family businesses to medium sized corporations. Our full-service web design options allow us to do what we do best so that you can do what you do best - run your business. Let your customers enjoy a website full of media



rich elements such as seamless photo galleries, powerful blogging tools, easy-to-use contact forms, video and audio players, and much more. And best of all, we are here to help you update your website monthly so it always stays relevant and up to date.

3. Social Media Management: Social media can be a great way to keep in contact with

current customers and reach out to new ones, but only if it is done correctly and consistently. The Times-News will manage and post to your business’ social networks! We will help you put together a social media business plan and keep your posts updated and engaging throughout the month.

4. Social Media Audience Growth & Contests: Unlike having a website, a Facebook page allows you to interact with your consumers. Ask yourself why are national brands saying, “Like us on Facebook!” instead of “Visit our Website! We provide full Facebook Page management and design including beautifully designed tabs, scheduled posts, fan-gating and 21 & older gating, and geo/language targeting. We include custom tabs that you can change

month-to-month, custom interactive widgets for contests, coupons, E-Commerce, and much more!

5. Mobile Website Design: Is your current website mobile friendly? If not, you could be losing business to your competition and damaging your search engine rankings. We can create an effective and affordable mobile friendly website to

complement your current website.

6. Search Engine Optimization Enhancement: We make it easy for customers to find businesses like yours on the top local newspaper website in your area! Your business can rank higher in organic searches because you will have a featured profile page on our local website, and you will be linked to local.com searches.

7. Search Engine Marketing: Want guaranteed traffic to your website? Our Google certified search engine marketing experts can help you create a budget for pay for click advertising and help your business make your search engine marketing dollars go farther and target your best customer.

Call your sales representative today for an online marketing consultation!

