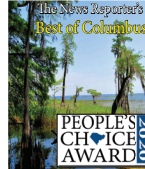


# Advertising in *The News Reporter*

The newspaper provides the best of both worlds! It is a “reach” medium with the ability to deliver an advertising message to a broad range of customers in a particular market - more than radio, broadcast and cable.

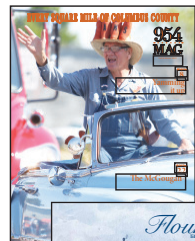
## Print Advertising Opportunities

- Display Advertising and Classified Line Ads
- Special Sections (i.e. Tax Tips, Spring Home & Garden, Columbus Co. Fair, etc.)
- Signature Pages (i.e. Boy Scout Week, Girl Scout Week, National Police Week, etc.)
- Shared Pages (i.e. NASCAR Page, Columbus Seniors, etc.)



## Different Sections for Target Marketing

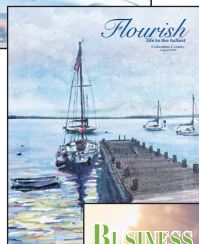
- Sports
- Church & Community
- Classifieds



## Magazine Publications

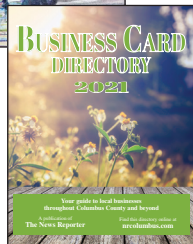
### 954 Mag

A twice-yearly magazine that boasts of everything Columbus County. Residents look forward to reading unique feature stories in each edition.



### Flourish

A twice-yearly magazine written by women, for women. Articles are transparent and heartfelt and meant for the everyday woman of Columbus County.



### Columbus County Business Card Directory

An annual publication distributed in print and digitally on NRcolumbus.com. Digital edition offers hyperlinks to website, social media page, phone and email.

Yet, it is also a “target” medium, with the ability to deliver an advertising message to a specific audience - a targeted audience - through the placement of an ad in a particular section or page in the newspaper.

## Digital Advertising Opportunities

### Web Ads on NRcolumbus.com



NRcolumbus.com has an average of 70K users and 300K article views per month. We are the online resource for Columbus County residents. There are multiple placement options on our website including headline banner, in-story ads, rectangular ads, and others.

## Online Contests

Online contests offer a fun and engaging opportunity to promote your business and services to new and loyal customers. Leveraging social media and promoting your contest in *The News Reporter* and NRcolumbus.com maximizes the most robust marketing combo in Columbus County. An online contest will help you achieve the following marketing goals:

- Engage your audience directly with your brand
- Build an email list for email marketing
- Promote a sale or grand opening

## Columbus Report Sponsorships



*The Columbus Report* is a weekly video series highlighting stories in *The News Reporter* and other happenings in the county. *The Columbus Report* engages thousands of viewers each week and is a prime sponsorship opportunity.

## Social Media Paid Partnerships

Engage *The News Reporter's* Social Media followers with a paid partnership.



# The News Reporter Advertising & Marketing Team

*Invested in our community*



## The News Reporter

Advertising & Marketing  
Solutions



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