



Statesman Journal MEDIA

A GANNETT COMPANY

DELIVERING CUSTOMERS
DRIVING RESULTS



FOR MORE INFORMATION ON A CUSTOMIZED MULTIMEDIA SOLUTION
CONTACT STATESMAN JOURNAL MEDIA:

www.StatesmanJournalMedia.com | GoLocal@StatesmanJournal.com | 503.399.6602

OUR UNIQUE LOCAL MARKET

Located midway between Portland and Eugene, The Mid-Valley is known for its exceptional agriculture and wine country, outdoor recreation and quality of life.

With a population of more than 260,000, the Mid-Valley is an active, growing market. The city of Salem has a population of 154,000. It is Oregon's third largest city and the State Capitol.

With the nearest large metro market more than an hour away, Statesman Journal Media offers local market intelligence and the tools to reach an engaged audience in the Mid-Valley. Get the most ROI from your marketing budget with our resources and expertise!



UNSURPASSED MARKET REACH



THE STATESMAN JOURNAL

- Weekdays: **98,803** readers
- **30,066** Daily Circulation (Monday-Saturday)
- Sundays: **119,859** Readers
- **37,262** Average Circulation (Sunday)
- Total Weekly Readers: **178,000+**



STATESMANJOURNAL.COM

- Monthly Pageviews: **6 MILLION+**
- Facebook Followers: **24,000+**
- Monthly Mobile Page Views: **2 MILLION+**



COMMUNITY WEEKLIES

- Total circulation: **83,800**
- Wednesday publication
- Total market coverage reaching subscribers and non-subscribers of the Statesman Journal, as well as residents of the East Valley



WEEKEND SECTION

- The Statesman Journal's entertainment resource
- Thursday publication inside the Statesman Journal



BEST OF THE MID-VALLEY

- The Mid-Valley's premier people's choice awards since 2009
- Full color glossy magazine showcasing the winners



82%

The Statesman Journal and StatesmanJournal.com reach **82%** of Mid-Valley residents monthly!

COMPREHENSIVE DIGITAL SOLUTIONS



STATESMANJOURNAL.COM

- Reach online users via measurable digital display ads employing video, social plug-ins, maps and click-to-call buttons
- Desktop
- Mobile
- Tablet
- E-Edition



YAHOO!

- Geo-target potential customers throughout the U.S. and Canada
- Behavioral targeting to reach your best customers
- Mix with StatesmanJournal.com to reach 83% of online users in the Mid-Valley



SEO

- On and off-site optimization that creates long-term visibility for your business on all major search engines
- Dashboard reporting



PPC

- Fast delivery of PPC campaigns – getting you qualified leads
- Constant campaign optimization
- Dashboard reporting



SOCIAL MEDIA MANAGEMENT

- Social media helps drive loyalty and create brand advocates
- Increase brand awareness and customer service response



WEBSITE DESIGN

- Cost-effective and quick-to-deploy web solutions
- Mobile-friendly, responsive design
- Follows best practices for customer conversion



EMAIL MARKETING

- Reach your ideal customer through geographic and demographic targeting
- Increase traffic to your website



VIDEO PRODUCTION

- Engage customers
- Brand awareness
- Promotional videos on YouTube and website



RETARGETING

- Deliver relevant offers and messages to previous website visitors

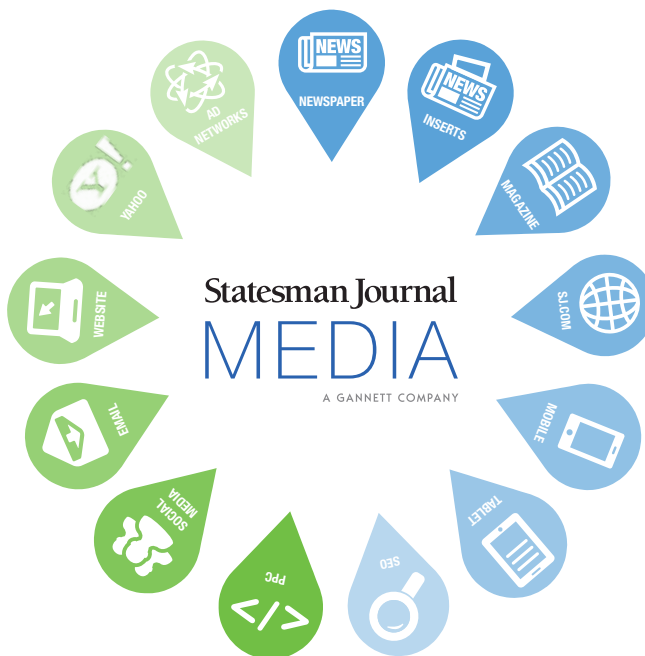
OUR RESEARCH TOOLS

WE HAVE THE MOST EXPANSIVE GROUP OF MARKETING RESEARCH TOOLS IN THE MID-VALLEY, COMBINED WITH ...



OUR PRODUCTS

The best product suite in the market. Statesman Journal Media has all the tools you need to drive your business.



OUR PROMISE

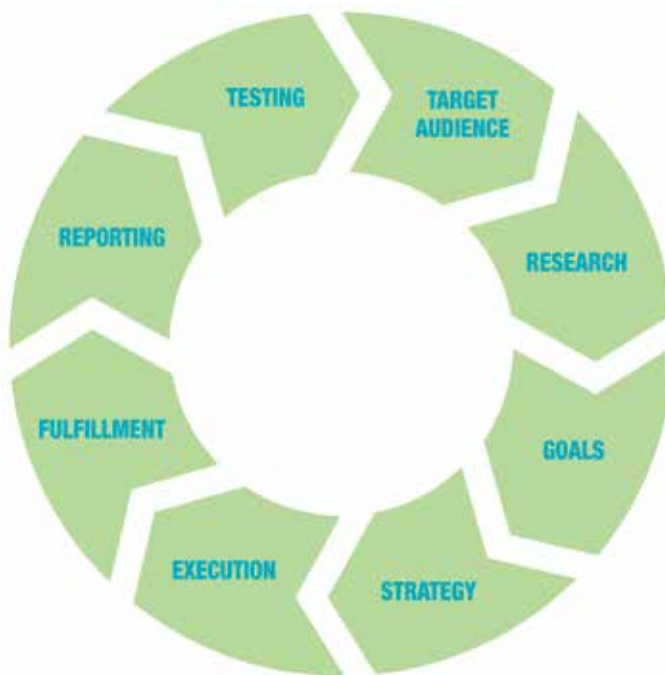
AS THE LEADING LOCAL MEDIA COMPANY,

we deliver many advertising options, but go beyond that to consult with you on strategy, provide creative advice and even advertising development services.

By integrating media choices with marketing services, we can help you optimize your media mix for the best ways to build your business.

Our staff consists of savvy marketers with extensive expertise in digital and traditional marketing. We find the answers to your business needs through exhaustive needs analysis and market research. We have products with a wide audience that allow us to build solutions targeting your audience.

We are a local company and are deeply ingrained in the community. We know your business and your customers.



WE'LL HELP YOU GROW YOUR BUSINESS