

## Online Media Kit

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myMotherLode.com, the Gold Country's most popular website provides its advertising partners with numerous opportunities to engage with our attractive audience of web users. In partnership with KVML, KKBN, and KZSQ Radio, advertisers can increase their exposure, strengthen their brand awareness, and generate more revenues by distributing their message over the web and the airwaves.

***"The right message, the right audience, the right place."***

# About Us

Founded in 2001, myMotherLode.com is entering its third generation as the Gold Country's most popular community website. myMotherLode.com has come to be regarded as a regional online media powerhouse by numerous industry leaders, attracting over 550,000 visits every single month. The portal\* provides its users virtually everything they need to know about the Mother Lode. It's packed with local, regional, and national news, sports, arts and entertainment information, community events, popular destination and recreation activities, weather, traffic, movie and live theatre show times, and more. And it's updated minute by minute every day.

As a part of Clarke Broadcasting, myMotherLode.com can deliver your message to a fast growing local audience. These consumers have come to depend on the Internet for news and information and have made myMotherLode.com central to their online experience. Furthermore, this audience uses the Internet to find information they need to make online and offline buying decisions. The power of three Mother Lode Radio stations and the area's most popular local community website provide incomparable value and reach when it comes to delivering your compelling message to our local market.

\* A web portal presents information from diverse sources in a unified way. Apart from the standard search engine feature, web portals offer other services such as, news, stock prices, information, and entertainment.

# Audience

myMotherLode.com is the premier online destination for people who live, work and play in the Mother Lode region of California. We attract a growing regional audience of educated and affluent consumers who use the Internet for communication, research and shopping. myMotherLode.com reaches more than 200,000+ of these customers every month.

myMotherLode.com is the #1 online source for local information in the Gold Country. More than 37% of those surveyed visit myMotherLode.com at least every day, and another 32% reported visiting several times per day. The average visitor stays more than 10 minutes per session. myMotherLode.com's visitors generate more than 2,000,000+ page views every month. The majority of these users also report listening to KKBN, KZSQ and KVML as their primary radio stations.

In a recent survey, our users indicated the following:

Site Visitors		
Gender	Male	40%
	Female	60%
Age	17 - 30	14.6%
	31 - 45	28.7%
	46 - 64	49.2%
Education	High School Graduate	24.5%
	Some College, College Graduate or more	74.1%
Household Income	\$20,000 - \$35,000	18.1%
	\$35,001 - \$50,000	21.6%
	\$50,001 - \$75,000	23.5%
	Greater than \$75,000	29.3%

# Benefits of Advertising on myMotherLode.com

After more than 50 years in the industry, Clarke Broadcasting Corporation understands how difficult it can be for local businesses to decide how and where to spend their marketing budgets. In a community our size, your return on investment increases when you align your marketing message with local media that provides your potential customers with information important to them.

In the Mother Lode, only Clarke Broadcasting provides breaking local news, local weather, local events, instant school closing information, etc in multiple mediums - [KVML](#) | [KKBN](#) | [KZSQ](#) and myMotherLode.com.

## Premium Audience

myMotherLode.com delivers an attractive audience. More than 75% of our unique visitors are from in-market, the majority of the rest coming from the Central Valley and Bay Area.

myMotherLode.com puts you in front of these affluent, active consumers who have the desire and means to buy your products and services.

## Flexible Programs

Whether your goal is to get visitors to your website, or customers to your store, our marketing experts can help you build a plan tailored to your goals and budget. They can help you take advantage of the power of coordinated marketing in the synergistic media of radio and Internet.

## Easy To Do Business With

Need an effective, professional online ad? Our designers have the expertise and experience to build the right ad for the medium and the market. They can help you design and build your web presence. myMotherLode.com is committed to providing you efficient and superior service.

## Affordable Advertising

Internet advertising is cost effective and rivals the power of the traditional media. You can have your message seen for as long as a month for the same price as a day's worth of advertising in other local print media.

## The Most Powerful Way to Reach Your Audience

Harris Interactive has shown that the recall of advertising is dramatically enhanced (27% versus 6%) when a mix of Radio and Internet is used compared to stand alone ads on either. They also showed that the daily reach of Internet and Radio is 83% of the 18 - 54 population, similar to the reach for network television and far surpassing local cable TV. Imagine the coordinated marketing power of myMotherLode.com and [KVML](#) | [KKBN](#) | [KZSQ](#)!

# myMotherLode.com Content

**myMotherLode.com** is updated virtually every minute of the day with local news, sports, traffic, weather, entertainment, jobs, homes, cars, and more. Each month more than 100,000 people visit myMotherLode.com to get news and information important to them. Your ad puts you in front of this audience actively seeking local information. myMotherLode.com content includes:

## Local, National and World News

Find breaking local news from the award winning KVML 1450 AM and FM 102.7, and other local, national and international news thanks to our alliances with the Associated Press.

[Local News](#) | [National News](#) | [World News](#)

## Truly Local Weather

myMotherLode.com provides real-time local weather, and animated radar and satellite images, in addition to multi-day forecasts.

[Click here to view this section on myMotherLode.com.](#)

## Dining Guide

Got a hankerin' for BBQ or a yen for Japanese? myMotherLode.com's local dining guide lists all the area's fine dining establishments in a searchable and easy to use format. The Restaurant of the Month receives premier placement in the dining guide and is highlighted throughout the year.

[Click here to view this section on myMotherLode.com.](#)

## Unique Local Content

myMotherLode.com is full of incredible content you won't find anywhere else in the region including, Scanner 911, local blogs and the Gold Country's most complete Destination Guide, Recreation Guide, and Community Guide.

[Scanner 911](#) | [Blogs](#) | [Destination Guide](#) | [Recreation Guide](#) | [Community Guide](#)

## Financial News

myMotherLode.com provides comprehensive financial and markets information with news, stock quotes, currency and commodities information. We even track local stocks through our own Mother Lode Stock Index.

[Click here to view this section on myMotherLode.com.](#)

## Jobs, Cars, Real Estate

myMotherLode.com provides vibrant local classifieds, filled with cars, jobs, homes, and general merchandise. The classifieds generate hundreds of thousands of page views each and every month. We also provide a comprehensive real estate section with news, articles, calculators, and, in partnership with the Tuolumne County Association of Realtors, access to the Multiple Listing Service (MLS).

[Classifieds](#) | [Real Estate Section](#)

## Entertainment

You can also find an expansive entertainment section on myMotherLode.com, complete with news, movie reviews, movie show times, a full live-theatre section, horoscope, lottery info and games sections.

[Click here to view this section on myMotherLode.com.](#)

## Yellow Pages

Our visitors find stores, businesses and more in the regions most comprehensive yellow pages. It's free, so make sure your business is listed correctly.

[Click here to view this section on myMotherLode.com.](#)

# Advertising Opportunities

**myMotherLode.com** can help you create the right campaign for the right audience. Before we make a recommendation, we want to learn about your business, your products and services and your challenges and opportunities. Understanding your needs helps us design the most effective campaign possible.

The screenshot displays the myMotherLode.com website interface. At the top, there are several banner ads: 'Serious Injuries Serious Lawyers Serious Results' (Ad 1), 'YOUNG & WARD & LOTHERT' (Ad 2), and 'Local Attorneys Local Office Not just a phone number' (Ad 3). The website features a navigation bar with links to News, Weather, Sports, Health, Entertainment, Community, Real Estate, Classifieds, and More. The main content area includes a Google Custom Search bar, a weather widget, and a 'Local News' section with articles such as 'Sonora Council To Discuss Road Funding And Defensible Space', 'Trump: 5G Technology', 'Update: Sierra Nevada Winter Weather Advisory', 'Caltrans Roadwork On Highway 4, 49, 120, and 26', and 'Unintended Consequences Of Insecticides'. On the right side, there are 'Current Conditions' and 'Top Stories' sections. At the bottom, there are 'Blogs' and 'Follow Us' links. The website is flanked by two large Coca-Cola bottles with the text 'Taste the Feeling' and 'Click Here'.

We then develop a coordinated approach that will best hit your target audience. We can provide IAB standard as well as other advertising on all or targeted sections of our site. These opportunities might include one or more of the following:

- Leaderboard (See Ad 1 above)
- Blockbuster Ad 1 (See Ad 2 above)
- Blockbuster Ad 2 (Ad 3 above)
- Blockbuster Ad 3 (Ad 4 above)
- Maximum Impact Ad (Ad 5 above)

Each ad campaign on myMotherLode.com will come with appropriately sized creatives for the growing mobile version of the site to ensure that your message has an impact on multiple platforms and the largest possible audience.

Rates: Run of Site (ROS) display ad campaigns are guaranteed 50,000 impressions per month and typically sold in 3, 6, and 12 months increments. Exceptions can be made for event marketing and the like.



# More Advertising Opportunities

## Maximum Impact Ad



In today's online world, capturing attention of desktop, tablet and mobile users is the best way to brand and maximize your exposure. Bigger is sometimes better and that is certainly the case with the new MML Homepage Maximum Impact Ad display!

Maximum Impact Ads are for premium advertisers and provide a premium above-the-fold ad format across all desktop screens. These ads will float on the sides of the content and move with the user as they scroll down the page. In addition, mobile users will see a version of your ad in a floating footer ad at the bottom of their device screen.

What better way to exposure your business to the more than on average 33,000 daily visits to the myMotherLode.com homepage.

myMotherLode.com Maximum Impact Ads are built for maximum size and exposure, almost exhibiting a 3D image surrounding other local features on the home page.

Maximize your brand and exposure with the all-new myMotherLode.com Maximum Impact Ad today!

### **This unique method of advertising has unique advantages:**

- It is a new ad format arousing user interest resulting in better response rates.
- Exclusive, one-of-a-kind ad placement during your campaign.
- Unique and easily seen.

### **Client benefits:**

- ExclusMty during the campaign.
- One-of-a-kind positioning.

## Section Sponsorships

Occupy the premier position in a section called the "Gateway". Gateway ads are display ads placed just above the content in a section or article, thus providing maximum attention. Price varies per section. Some of these sponsorships come with radio tags. \*

**The following sections can be sponsored:**

- Local News
- Weather
- US | World | Sports Sections
- Entertainment | Movies | Theatre Sections
- Money | Finance Section
- School Delays' \*
- Dining Guide Restaurant of the Month\*
- Destination | Recreation | Community Guides
- Health and Fitness | Food and Recipes
- Mountain Road Report
- Local Events Calendar"
- Games
- Obituaries
- Pet Patrol
- Scanner 911\*



## Real Estate Section

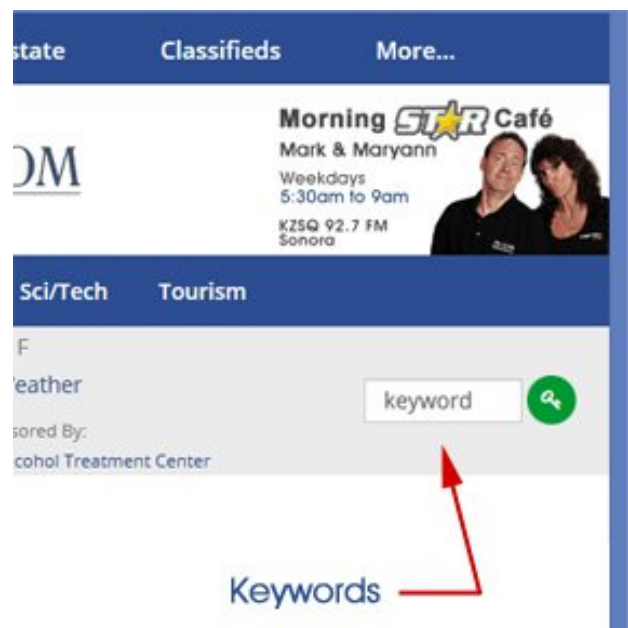
Be seen in the region's most comprehensive real estate site. myMotherLode.com's real estate section includes thousands of articles, tools, calculators and other resources that generate tens of thousands of page views by consumers looking to buy, sell, finance, and improve their homes.

Display ads are run of section and impressions are shared equally by advertisers in a given ad zone. Leaderboard, Blockbuster and Gateway ads are available, with a maximum of four campaigns running in each ad zone in order to maximize effectiveness.

## Keywords

Own a keyword on myMotherLode.com! We have several methods for visitors to navigate our extensive web site. One of the fastest ways to find what you want on the portal is to use the keyword search box. For example, type in "movies" and be whisked to the movie show times.

Advertisers can "own" a keyword on the portal. When a visitor types your keyword into the prominent keyword search box, they will be taken automatically to your very own micro-site on the portal. A micro-site is a mini website designed for a very narrow purpose, such as providing a landing page for a specific offer. These keywords may be purchased with selected radio campaigns.



For example, the on-air personalities would deliver liners by saying something like "ABC Home Loans can help you take advantage of the lowest mortgage rates in a half century. Go to myMotherLode.com, keyword 'refi' for more details."



# Ad Gallery

## Leaderboard

(728 X 90 pixel; 100KB) The spacious leader board ad allows plenty of room for advertisers to present a professional appearance. Ads are located at the top or bottom of most pages and are run of site.



## Blockbuster Ad

(300 X 250 pixel; 100KB) Go BIG with this high-visibility display ad.



## Gateway Ad

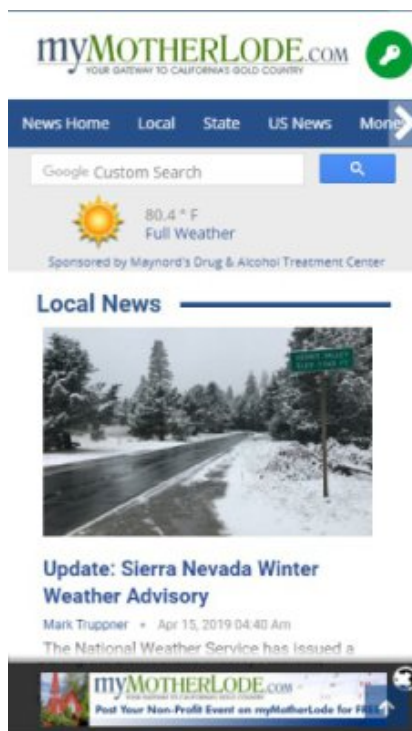
(300 x 40 pixels; 40kB) Gateway ads are unique, sitting directly in the eye pattern of users reading our content. Simple, yet effective gateway ads match content style, and consequently are some of our most successful display opportunities.

[Click here to see the Gateway AD placement on myMotherLode.com.](#)



## Maximum Impact Ad

**Designed to display best on a minimum of 1580 px screen.** MML Maximum Impact Ads surround the home page. When a user clicks on the ad, they will be redirected to your webpage or offer. The two 160 x 600 pixel ads "float" which means they move with the user down the page and they scroll. In addition, the campaign comes with a 720 x 90 px on tablets and 320 x 50 px ad to run on mobile devices where wraps can't work. For extra exposure and branding you can run a top BlockBuster Ad that will rotate in at regular intervals as a run of site and complement the MML Maximum Impact Ad.



### Maximum Impact Ad on Mobile

320 x 50 px displayed in a fixed position at the bottom of the page.

# Ad Submission Guidelines

## Art and Text

If you are interested in creating your own ads to run on myMotherLode.com, please follow the guidelines below. Otherwise, our professional team of account executives and designers can help you craft a compelling ad that engages your target audience.

## Standard Ad Unit Specs:

### Images:

Whenever possible, we prefer to receive images in electronic form. We can process most formats, including Photoshop (PSD), JPG, PNG, GIF, EPS, and Illustrator (AI). Otherwise, good quality printed material is fine. We cannot accept transparencies or negatives for any graphic materials.

### Logos:

The best way to send logos and other line art is in EPS, Adobe Illustrator or Postscript format. If the file contains any specific fonts, please include them. Otherwise, a medium to high resolution image file is acceptable. Business cards are the hardest to work with due to poor image quality.

### Text:

We strongly prefer any copy greater than 50 words be sent as a text document via email, or in either Microsoft Word or plain text format. We can also accept text and layout created in Adobe Illustrator. The IAB (<http://www.iab.net>) has put forth a standard set of ad sizes in an effort to ease the process of buying advertising across sites. Below is an outline

Ad Unit	Dimensions	File Size	IAB Standard
Leader Board Ad	728x90	100K	Yes
Blockbuster Ad	300x250	100K	Yes
Gateway Ad	300x40	40K	No
Maximum Impact Wrap	-----	-----	-----
Desktop	2 -160 x 600	100K each	No
Mobile	1 -320 x 50	40K	No

**File dimensions and size limits are strictly enforced.**

## Art and Text

### Electronic Transfer:

Materials may be emailed to myMotherLode.com, as long as the files are no larger than one megabyte. Contact your Account Executive if you wish to email files.

## Art and Text

### Regular Mail:

You can send files on DVD, CD-ROM or thumb drive to:

myMotherLode.com  
c/o Production Department  
342 S Washington St  
Sonora, CA 95370-5020

**\* Important Note:** Campaign development will not begin until myMotherLode.com has received ALL content necessary to create your ads. Allow two weeks for creation and production. Please see your Account Executive with any questions.