



## Advertising On Austin County News Online.com

Austin County News Online.com is the premier web based new source for Austin County and the surrounding counties. We came online in 2014 and our viewership has been growing ever since. Our site receives over 1500+ views daily. Austin County News Online features local, state and national news as well as sports, lifestyles and human interest articles. Readers are able to watch videos and read written columns. Austin County News Online.com is a **FREE** news website for our area. Since our site is on the world wide web we reach all of the counties in our area and surrounding areas making this the ideal place for visitors to go to find what they are looking for. Your new customers will be able to follow links that direct them to your web site and physical location.

Advertising on Austin County News Online.com has never been easier. You can provide us with a graphic or we will create your graphic for you and place it on our website. All graphics can also be interactive links.

We are located on the web at [www.austincountynews.com](http://www.austincountynews.com) We invite you to take a look around.

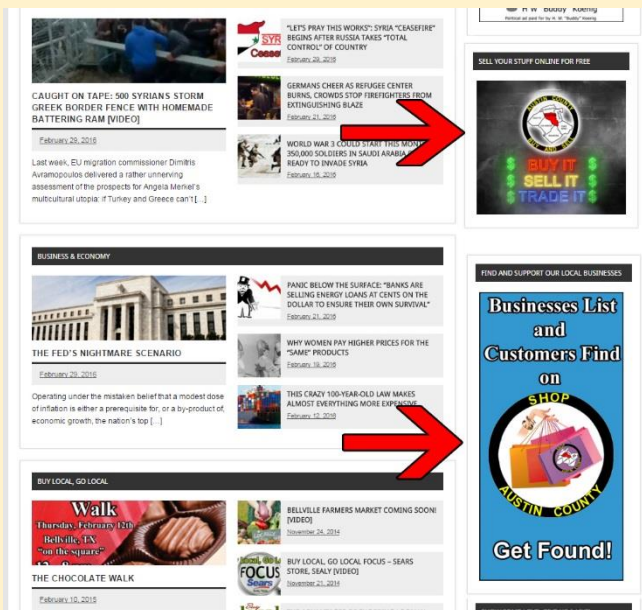
### Why Internet Advertising?

- **Static vs Interactive** – Printed media is usually black and with static images. If you want color print you must pay extra. With web advertising you get ads that are in color and interactive. Your color image becomes a link to your website. This link takes your customers to a predetermined area (website, sales, page, information page etc.) With web advertising your customers are able to download catalogs, price guides or other digital media.
- **One time vs. All Month** – When advertising in print you must pay for each time that your ad runs in a paper or magazine. If customers miss that issue they have missed your advertisement. With Austin County News Online's advertising you are not only front and center on the website but your ad runs for the entire month. Each time a customer comes to the site to read an article or view a video they are seeing your ad with links that take them directly to the area you want them to see.
- **Cost Effective** – Advertising budgets are tight and everyone wants to get more bang for their buck. Austin County News Online's advertising can be the most economical way to reach the widest audience in the least amount of time. Each time a customer clicks on one of your ads you are looking at a potential sale.

### What can we do for you?

We currently have two advertising packages that are available to help you grow your business.

### Advertising On Side of News Categories



Our side advertising is sold in 300 x 300 blocks for **\$100 each per month**. If you would like a larger ad, simply add another "block" to it.

So, for example, the ad on the top is a single 300 x 300 ad but the ad below it is a 300 x 600 ad and would be \$200.

Each subsequent block is an additional \$100. So, ads along the side can be:

- 300 x 300 - \$100
- 300 x 600 - \$200
- 300 x 900 - \$300
- etc.

## Advertising Between News Categories

The screenshot shows a news website layout. At the top is a 'STATE NEWS' section with several news items: 'TEXAS CASE COULD DEFINE EXTENT OF ABORTION LIMITS' (dated February 29, 2016), 'TEXAS COURT OF CRIMINAL APPEALS DISMISSES RICK PERRY INDICTMENT' (dated February 24, 2016), 'TWELVE TEXAS DEATH ROW INMATES WERE UNDOCUMENTED' (dated February 27, 2016), and 'SOME COMMUNITIES ARMING OFFICERS WITH CREDIT CARD MACHINES' (dated February 19, 2016). Below this is a large white box with a black border containing the text 'Your Ad HERE'. A red arrow points from the 'STATE NEWS' section towards this box. Below the box is a 'NATIONAL NEWS' section with items like '45% OF AMERICANS PAY NO FEDERAL INCOME TAX' (dated February 25, 2016) and 'WERE WE LIED INTO WAR?' (dated February 22, 2016).

Standard Leaderboard ads are 728 x 90. Our leaderboard ads come in a much larger 892 x 144 allowing for better viewing of graphics and textual message. All leaderboard ads are **\$100 per month**.

If you would like to place an ad with us, please contact us at:

Phone: (979) 253-1785

Email: [publisher@austincountynews.com](mailto:publisher@austincountynews.com)



*Bringing News to the  
Citizens of Austin County*  
[www.austincountynews.com](http://www.austincountynews.com)

**We encourage you to visit our sister sites:**



*Find What You're Looking For  
While Supporting Local Businesses*  
[www.shopaustincounty.com](http://www.shopaustincounty.com)



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