

Pamplin
MediaGroup

GETlistings**NOW**
MULTI ***MEDIA***

BeavertonValleyTimes



Hyper-Local | Maximum Results | Cost Effective!



30%

Have no idea
which realtor
to list with!**

\$379,900 is average **price** per listing***
(up 9.9% from 2016)

\$290 is average **price per square foot***
(up from \$269/ in 2016)

55 is average number of **days** to sell*

53 is average number of **new listings*****
each day

58 is average **age** of local home seller
(up from 45 in 2009)

10 is number of **years** owned prior to sale
(up from 5 in 1985)

89 is percent of homeowners who will
list with a local Realtor®

Why advertise in Print Locally?

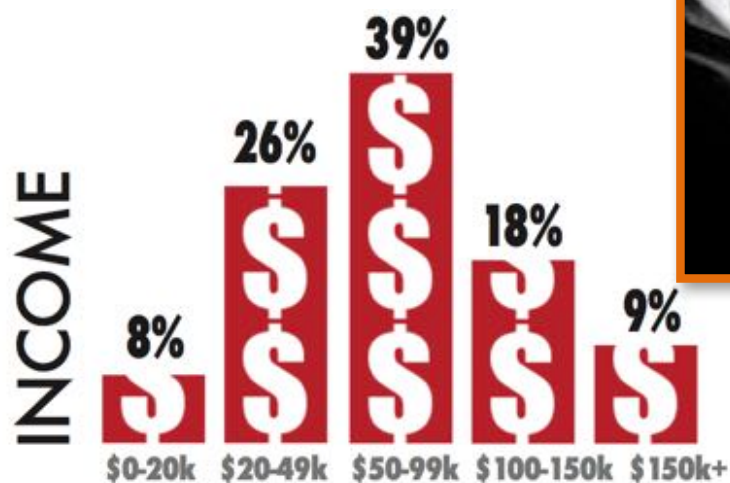
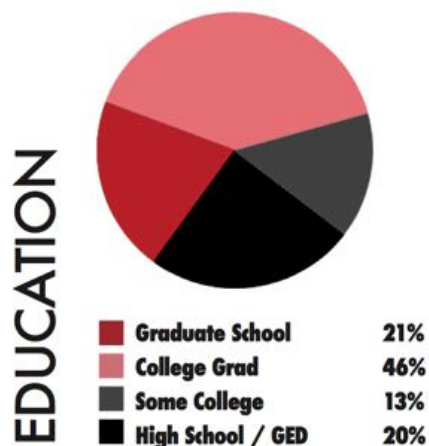
Our Combined **Websites** offer **REACH** and **FREQUENCY**

558,000 monthly unique visitors viewing over **7.5 million** pages!

49% 18-44 in age

66% have household incomes over \$50,000/ year

80% attended college



Why advertise in Print Locally?

The Pamplin Media Group **REACHES** the Right Audience!

557,000 weekly readers

47% 25-54 in age

75% earn over \$50k/ yr. (hh income)

84% attended college

83% own their home

78% have kids

Pamplin
MediaGroup



EDUCATION

High School	16%
Some College	12%
College Graduate	50%
Graduate School	22%



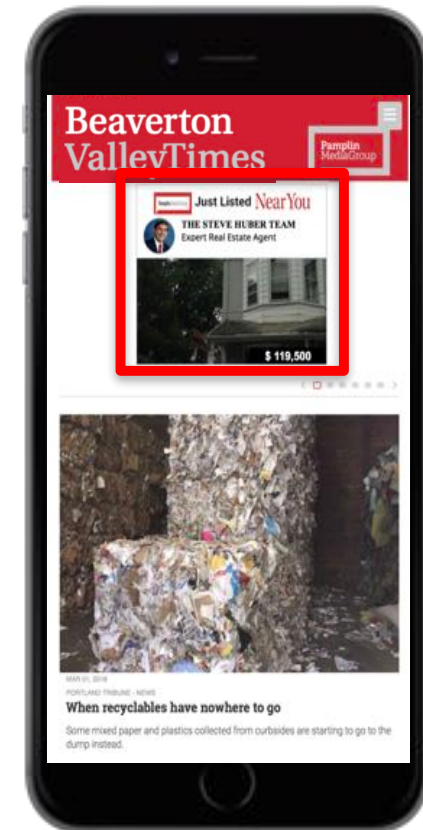
INCOME



REACH local Homeowners with daily FREQUENCY!

15,000 LOCAL Online ads each month

On the #1 Local Website:



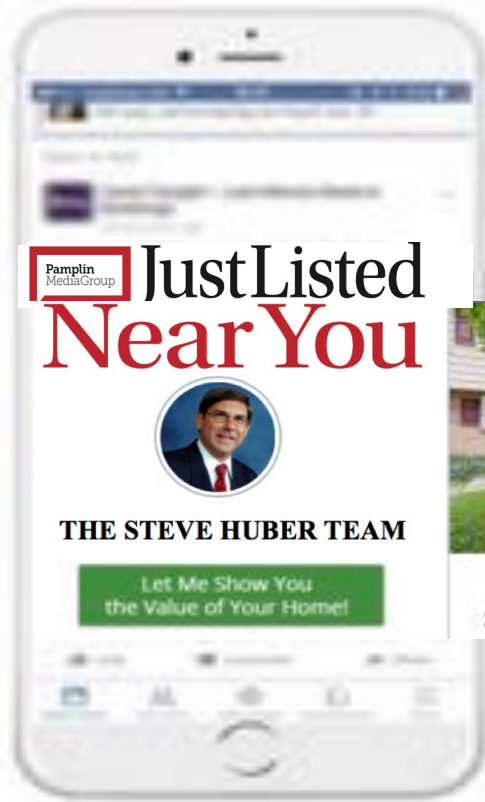
We alert local homeowners on your latest listings
This activates interest to click & explore local home values

Ads rotate as Medium Rectangle (300 x 250) & Desktop: Leaderboard (728 x 90)



Targeted Monthly Ad Campaign on: **facebook**.

- > Your latest listings “auto-build” into a dynamic carousel ad!
- > We tailor your OPTIMAL LOCAL targeting to LOCAL homeowners during the optimal times for best performance!
- > Campaign guaranteed to be seen no less than **18,000 times/month!**



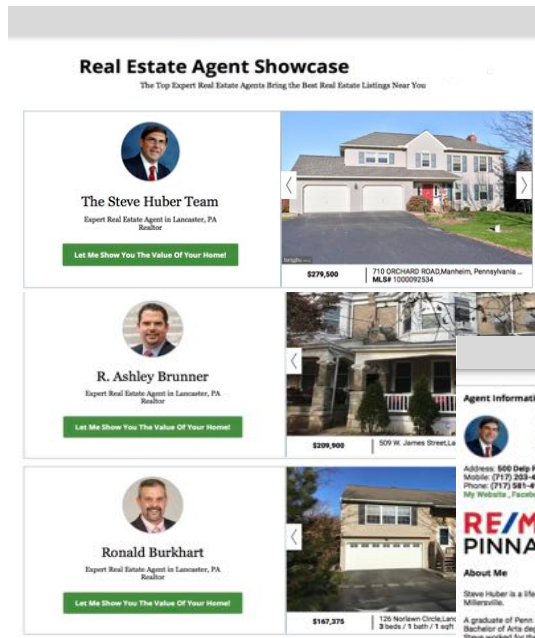
Results reviewed monthly & optimized for best performance!

We alert local homeowners on your latest listings
This activates interest to click & explore local home values

Ads placed within ONE LOCAL ZIP CODE. Extra fees will apply for added “reach.”



Your Ads Link to Your ONLINE Landing Page



You're listed in our NEW Online Agent Showcase

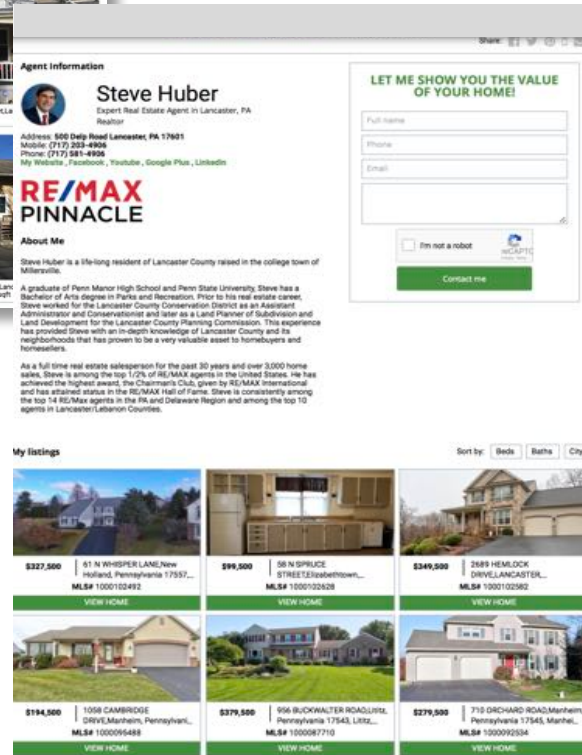
Listing links to your Custom Landing Page



Homeowners who land on your page are targeted & see **YOUR AD** for the next **FULL YEAR!**

Landing Page:

- * Captures home value inquiries
- * Displays latest listings
- * Provides contact info and links



An additional ad runs in the local paper!

2x4 print ads appear **52 TIMES** over the next **12-MONTHS!**

BEAVERTON VALLEY TIMES

www.beavertonvalleytimes.com

Zip codes: 97005, 97006, 97007, 97008, 97225, 97229

- Average family income in excess of \$85,000
- Targeted business distribution to every Beaverton Chamber of Commerce member
- Recognized as one of Oregon's best overall weekly newspapers in 2006, 2007 and 2008 by the Oregon Newspaper Publishers Association
- Reach affluent families who place a high value on community

READERSHIP

16,800

Weekly Readers
EVERY THURSDAY

AD & COPY DEADLINE

THURSDAY, NOON
Call 503-684-0360



**Quickly
& for
Top Dollar!**



Steve Huber | **RE/MAX Pinnacle**
555-581-4906

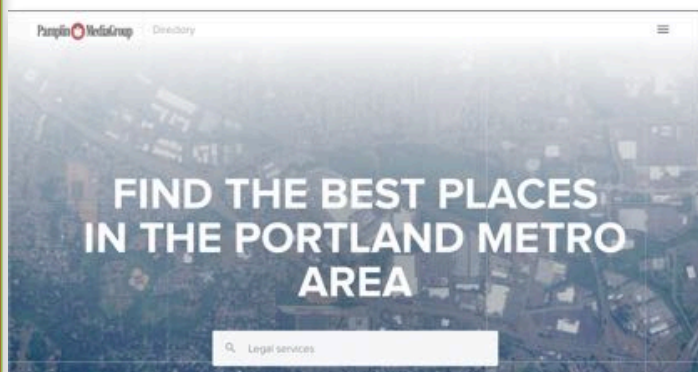
"Selling can be stressful, but Steve made it easy for us! Steve was composed, honest and ALWAYS accessible. Plus, we got more than our ask and sold in record time!"

**BRAND YOUR
BUSINESS**

A 2 column by 4-inch ad
52 Times / Year

We Put Your Print Ad on Steroids!

Your Business & Ads Appear in our *Online Local Guide*



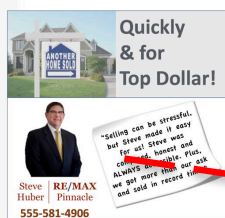
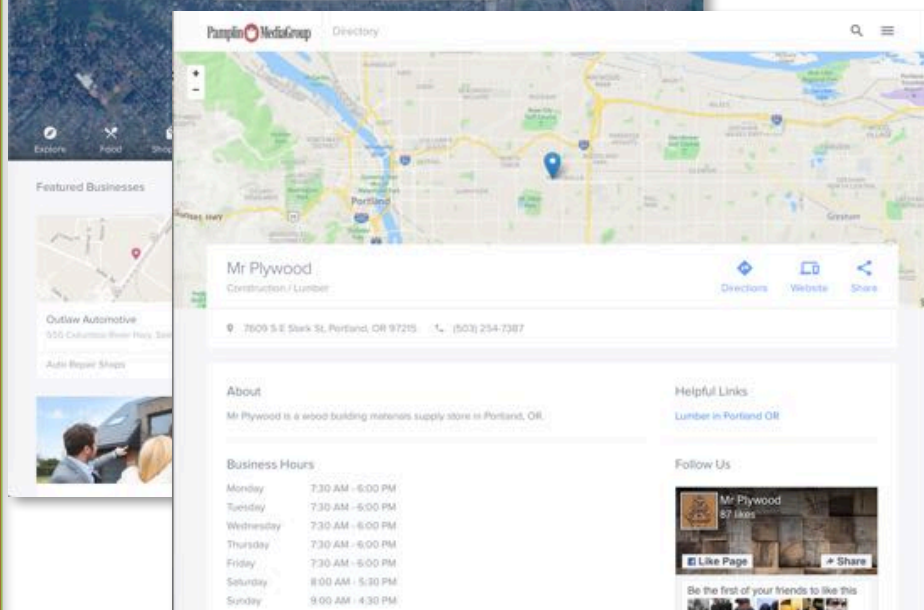
Your Business
is **Listed & Searchable**
within the Online Guide

A link to your
site from our
popular site
is proven to
improve your
**Search Engine
Optimization!**



Readers then find your
Landing Page, with:

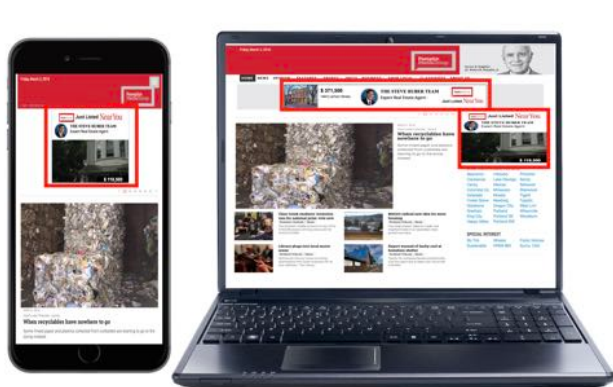
- Contact info
- Links for email & Social Sharing
- Map/ directions
- Facebook Content
- A link to your site from ours for SEO
- And, All your ads from the past 30-days



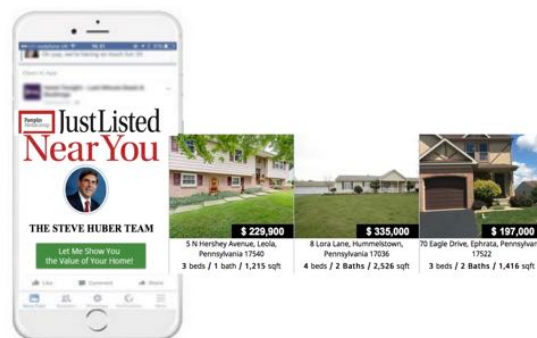
All your print ads
are easily found in
digital format

Cost-effective marketing = Massive ROI

396,000+ HyperLocal Online Ads



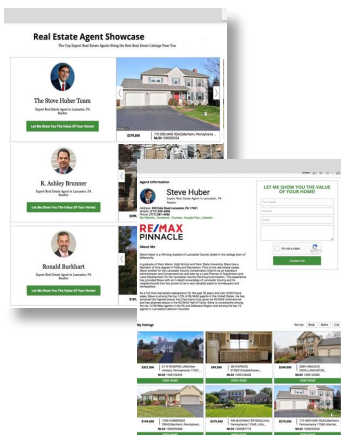
15,000+ /month
on the #1 LOCAL Websites



18,000+ /month on
facebook

targeted to key zip codes during optimal times

Online Landing Page



Landing page retargets
homeowner for 1-year
with your online ads!



52 Total Print Ads



2x4, 52 Times over 12-Months
Pick/ Choose publication



Placed on your
Online Landing Page
offering SEO!

GET **listings** NOW
MULTI **MEDIA**

Diamond Multimedia

\$175/week

REGULAR PRICE = **\$389/week**

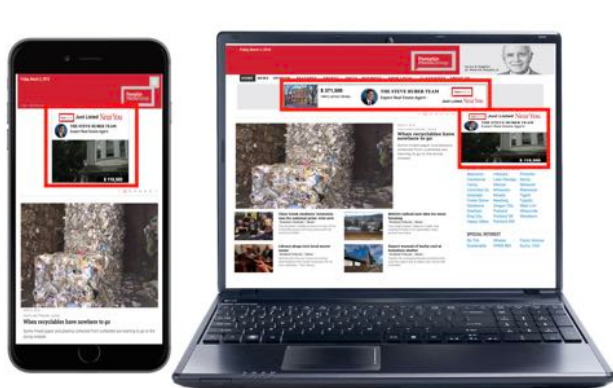
*Open rate for full package

GLN Discounting
LIMITED to 20

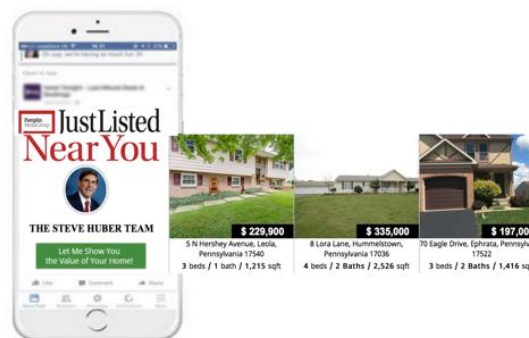
REALTORS ONLY
Pricing valid until
March 31st



336,000+ HyperLocal Online Ads



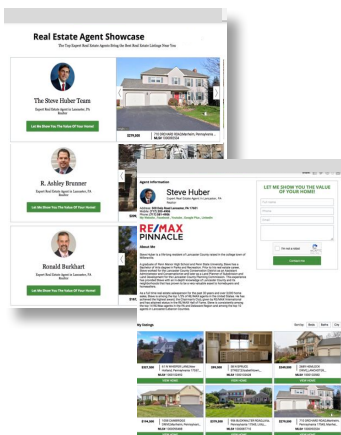
10,000+ /month
on the #1 LOCAL Websites



18,000+ /month on
facebook

targeted to key zip codes during optimal times

Online Landing Page



Landing page retargets
homeowner for 1-year
with your online ads!



36 Total Print Ads



2x4, 3 times each month
Pick/ Choose publication



Placed on your
Online Landing Page
offering SEO!

GETlistingsNOW
MULTI MEDIA

Platinum Multimedia

\$149/week

REGULAR PRICE = **\$314/week**

*Open rate for full package

GLN Discounting
LIMITED to 20

REALTORS ONLY
Pricing valid until
March 31st



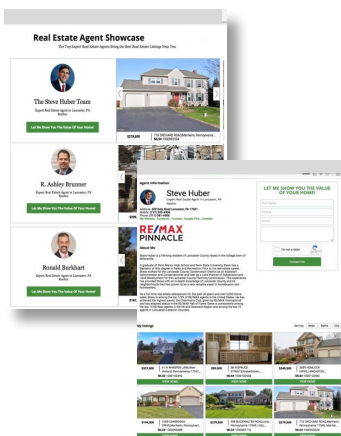
216,000+ HyperLocal Online Ads

18,000+ /month on
facebook.

targeted to key zip codes
during optimal times



Online Landing Page



Landing page retargets
homeowner for 1-year
with your online ads!

24 Total Print Ads



2x4, 2 times each month
Pick/ Choose publication

GETlistingsNOW
MULTI MEDIA

Gold Multimedia

\$98/week

REGULAR PRICE = **\$230/week**

*Open rate for full package

GLN Discounting
LIMITED to 20

REALTORS ONLY

Pricing valid until
March 31st



Program Details:

-> **Monthly Managed Facebook Advertising Campaign.** Campaign will achieve no less than **18,000 online impressions/** month. Ads designed in static or "carousel" format. After consultation, ads will be placed to ONE specific Zip Code and behavioral targeted. If extra targeting is requested extra fees may be quoted.

____ (Check if) **LOCAL Online Banner Ads** are delivered on Newspaper Website Ads rotate (ROS) evenly delivered as Medium Rectangle (300 x 250) Leaderboard (728 x 90) Campaign will achieve no less than _____ **online impressions/** month.

-> **Online Listing and Landing Page the NEW "Just Listed Near You" Agent Showcase program.** Landing Page offers **ad re-targeting** which will be performed for length of this agreement.

-> **2 Column by 4 inch Print Ad** runs _____ Per: YEAR | MONTH (circle one) in the local newspaper.

____ (Check if) **Print Ad is included in Pamplin Digital Boost Local Online Directory** offering digital display of print ad and Search Engine Optimization.

Special notes:

Advertiser agrees to pay a weekly fee of \$ _____ to be billed in 12 monthly installments.

The agreement is for 12 consecutive months commencing on _____

The agreement has been executed by the parties hereto through their authorized representatives on the date set forth below.

Media Company:

(Sales Representative)

(Date)

(Management)

(Date)

Advertiser

(Firm Name)

(Authorized Signature)

(Date)

(Print Name and Title of Signer)

(Email Address)

(Street Address/P.O. Box)

(City, State and Zip)

(Telephone Number)

By signing this Agreement the advertiser accepts the following conditions: This Agreement is governed by the terms and conditions of the publication's current rate card and general advertising policies. This Agreement may be terminated by either party with 30 days written notice. Early termination will result in advertiser paying prevailing rate ("Regular Price" for all inventory/ services used. Agreement will be automatically renewed on a month to month basis after term until instructed to discontinue.

Our **Pledge** to You:

We will provide all the solutions we have locally crafted as promised. And provide any updates and modifications that are necessary to meet the changing technologies of the ever-changing digital landscape.

We will check in with you no less than once each month to review the performance of these solutions. And if necessary, modify those offerings on an ongoing basis to optimize your results!

Newspaper Representative: _____

Date: _____