



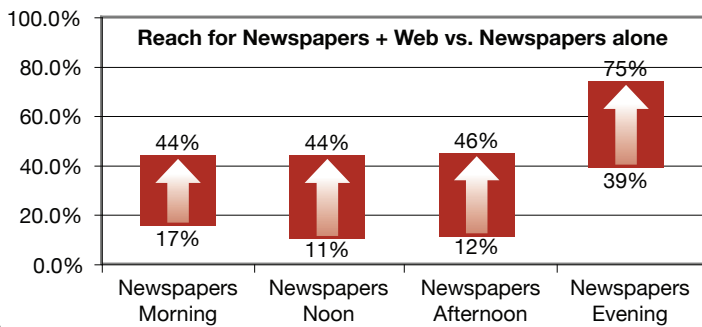
Strengthen Your Marketing Mix by Adding Interactive

WHY ADVERTISE ON THE INTERNET?

The Web...

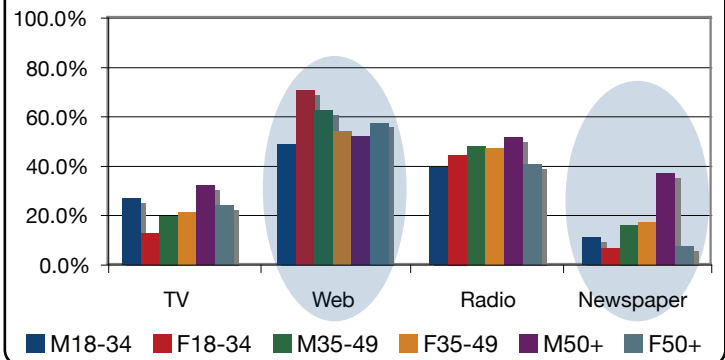
- ✓ Has become a powerful reach medium
- ✓ Reaches consumers in all major dayparts
- ✓ Attracts a valuable audience for advertisers
- ✓ Is a great media complement, adding substantial incremental reach to other media
- ✓ Has an at-work presence exceeding all major media

The Web Adds to Newspapers' Reach in All Major Dayparts



Source: Ball State University, Center for Media Design, Middletown Studies, 2006

Daily Reach of 5 Ad Supported Media At Work



Source: Ball State University, Center for Media Design, Middletown Studies, 2006

WHY ADVERTISE WITH OAOA.COM?

As the leading provider of up-to-the-minute local news and information on the web, advertisers and partners on our site benefit from association with trusted content, premier media brands and an influential audience. We offer you an array of marketing solutions including integrated sponsorships, immersive branding opportunities, and targeting options.

Our Audience

On average, news and information web site users are younger, more affluent, and more educated than other Internet users.

- Equal balance of men and women visit our sites (50%/50%)
- Balance of 18-34 year olds (40%) and 35-54 year olds (49%) visit our sites
- Over a third of our visitors have a HHI of over \$100,000 (35%)
- Over half of our audience (53%) are college graduates

Source: MORI Research Study, 2006



Online Ad Positions



Ad	Name	Size
1	Leaderboard	728x90 px
2	Skyscraper	160x600 px
3	Medium Box	300x250 px
4	Tile Ad	120x90 px

For rates or information about sponsorships, combo packages or any additional information, please contact AdOps@Freedom.com

Web-ready ad deadline: 3 business days from receipt of contract.
 In-house production ad deadline: 5 business days from receipt of contract.



FREEDOM
 interactive