

[www.OswegoCountyToday.com](http://www.OswegoCountyToday.com)  
Email: [Freed@fultonweb.com](mailto:Freed@fultonweb.com)  
Phone: 315-383-2667  
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# Oswego County Today.com



## Digital Media Kit

Let's provide a short elevator pitch that explains why we're the best organization to partner with. Oswego County Today is a news organization with an exclusive focus on Oswego County. Its mission is to provide hyper-local news and be the community and entertainment information source for the localities we serve. We are committed to creating a community identity with the news and entertainment information we supply. Our marketing services go above and beyond what other outlets offer.

### Unparalleled Client Focus

Self-serve advertising options, such as Google and Bing, and many regional agencies, like Advanced Media, simply do not provide the attention to detail required to execute an effective marketing campaign for their clients. Where other sales representatives are simply interested in making a sale to meet a monthly quota, our sales process places a strong focus on the client and their business goals.

## About Publication

Dot Publishing was founded in 1999 with a single mission: Create a news publication void of partisan or political pressure and deliver factual news and information to Oswego County. Our first publications Fulton Daily News and Oswego Daily News did just that. In 2009 we combined our publications and made Oswego County Today.

Today we have thousands of daily readers from Oswego, Fulton, and surrounding areas.



**Publisher Fred Reed**, *President of Dot Publishing*, started work with Dot Publishing in 2007. In 2009, he became the Director of Operations. In 2013, he became the managing partner of Dot Publishing, Inc.



in 2007.

Fred is dedicated to local news and the values of unbiased reporting for smaller cities and communities. In 2016, Fred added CNY Alive to Dot Publishing's online publications. It is a calendar site purposed to promote local performers' music and shows. He is a lover of local and original music.

Fred has extensive experience in website design and hosting. [OswegoCountyToday.com](http://OswegoCountyToday.com) is the most dynamic site Dot Publishing has. Fred designed the template layout to deliver information to web browsers quickly and easy to navigate through.

# The Dot Publishing Difference



We always aim to find the right approach, with the right tools, and the right audience.

## **Tailored to Your Needs**

We take an extensive look at your business needs and goals and craft a thoughtful proposal that, if accepted, will achieve the stated objective.

## **A Unique and Exceptional Product Library**

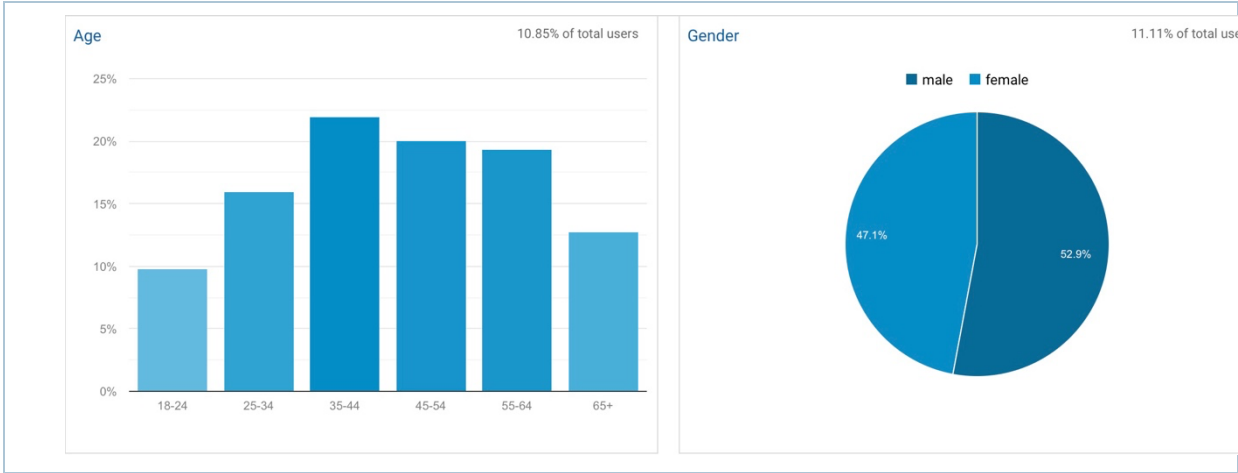
We use the best tools available for the job — unique, dynamic ad formats that cannot be found at Google Ads or even Advanced Media. Our products drive engagement and awareness beyond what is possible via other traditional methods.

## **The Right Audience**

Oswego County Today is focused exclusively on covering Oswego, Fulton and surrounding areas. It is read and shared on social media by the majority of their residents.

# Our Readership

## Demographics January 2023



## Site Statistics

<b>880,457</b> PAGEVIEWS January 2023	<b>108,147</b> USERS January 2023

# Our Process



## Step 1: Client Needs Assessment

We will meet with you and discuss your needs and goals.



## Step 2: Proposal

We will craft a proposal that addresses that targets your needs and goals.



## Step 3. Proposal Acceptance & Package Selection

When you are ready to move forward, your acceptance of the proposal and deposit.



## Step 4: Campaign Creation | 1 week from proposal acceptance.

We will draft digital creatives and any required sponsored content and ask for adjustments and approval.



## Step 5: Campaign Launch | 1 - 2 weeks from proposal acceptance.

The campaign will go live! We'll make sure it gets plenty of attention.



## Step 6: Campaign Completion and Review

We'll review campaign performance and see where the biggest successes were.

## Premium Brand Packages

This well-rounded marketing package gets your message across to hard-to-reach local consumers. Premium brand packages include everything you need to reach your target audience consistently and effectively.

## Display Advertising

A. Sidebar Ad \$249/mo	B. Skyscraper Ad \$309/month	C. Embed Video Ad \$249/mo	D. Social Media Ad \$249/mo
Guarenteen 30K impressions/mo But not limited to 300x300px	300x600px Guaranteed 30K impressions/mo But not limited to	Guaranteed 30K impressions/mo But not limited to High Impact YouTube Vi	Embedding your Facebo Instagram content in ou channel.

### Discounts

**\$10 off  
month**

3 month contract

**\$20 off  
month**

6 month or longer contr

**20%  
discount**

12-month pre-payme



## Premium Ads

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1

### Cube Ad

This displays 6 images and captions for your choosing in a very slick rotating cube (on the latest browsers). Great for capturing attention, especially when it comes to food items. The cube will accept any photo sizes, but square works best if you don't want any awkward cropping or sizing.

2

### Youtube Ad

Embed a YouTube™ video as an advertisement, with an optional caption message below the embedded video. Set any width or height while being responsive and mobile friendly. This format tracks video plays as clicks and several other events.

3

### Click to Enlarge

A very simple format which displays an image and a "Click to Enlarge" button to action which will open the image in a new window. Useful for store fronts and circulars. These ads typically have click rates close to 1% depending on various factors.



# Sponsored Content



## Recurring Feature

Powerful branding vehicle allows you to be the community expert on a given topic. Can also be used to capture lead generating clicks. Published weekly or biweekly.

CONTACT US FOR PRICE



## Promoted Post

A one-time informative article published on our homepage and shared via social media. Put your organization's message in front of 10,000s of readers.

\$349/post (>200 words)  
\$549/post (200-1,000 words)



## Featured Listing

A promoted post specifically for real estate listings or job listings, priced to fit your budget.

\$329/

## Our Advertisers

Do you have questions  
about real estate?

Our new website  
has great resources for  
buyers & sellers.

**FITZGIBBONS**  
**REAL ESTATE**

[www.askfitzre.com](http://www.askfitzre.com)  
44 E. Bridge St., Ste 1 • Oswego • 342-5000

Fitzgibbons  
Real Estate

Computer Accounting  
Services

**Is Now:**



**(315)343-4456**  
234 East Albany St, Oswego

Canale Insurance and  
Accounting



Oswego Community  
Development



Wheel Away  
Motor Sports



Need Help Enrolli  
or Renewing Your  
Health Insurance'

Give us a call!

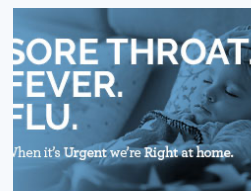
**315-342-0888**  
Option 8

Monday through Friday  
8:30 am to 4:30 pm.



[www.oco.org](http://www.oco.org)

Oswego County Opportun



Check-in online.  
No time. Wait at home.



URGENT CARE

Oswego Health