



simply,
a great way to
reach beaufort

For questions, or when you're ready

advertise@thedigitel.com - (843) 608-1011

TheDigitel.com/advertise



TheDigital is what a newspaper should be in the 21st century.

TheDigital was created to connect to the best stories out there, and help neighbors tell their stories to each other.

This perspective makes TheDigital unique among media in our emphasis on connections to the best in local. When folks visit our site, they're looking to learn more about their community, and that makes our readers prime for quality messages from quality businesses that they'll want to use — once they've heard about you and what you're doing.

Also different from other media Web sites: all of our content is focused on local matters. Not only do readers appreciate it, but it means a greater percentage of our readers are likely to use your business.

TheDigital is the only Web site in the region that blends traditional journalism powers with the open two-way communication of the Web. Not only can folks read TheDigital to get informed, but they can use the Web site to inform others and network with the community.

Our offerings include:

- An independent perspective on the news.
- Guide pages to a myriad of Beaufort topics.
- Calendar event listings.
- Unparalleled access to the most complete collection of local content.
- Daily e-mail news update.
- A broad social media reach and active Twitter presence.
- An open system that allows for reader involvement and keeps the news honest.

Associate your brand with a more open, more local perspective, support Beaufort's TheDigital.

Standard display ads

Ad spots that don't hide, and impressive response rates.

We've put a focus on designing a news site that feels natural and looks good, and we've also designed ad spots that get noticed. As a result, ads on our site often have 10 times the industry standard response rate.

Six sizes, worlds of possibility.

The 125 by 125 pixel: Affordable and visible on the homepage. \$90 a month buys you a dedicated space.

The 180 by 150 pixel: Found in the heart of the content area, you can't get more notice than here. \$12 per 1,000 copies.

The 300 by 250 pixel: High visibility in the sidebar content. \$10 per 1,000 copies.

The 300 by 600 pixel: Big, bold, and on the homepage. Use it as a billboard or carve it up for your business association members. \$15 per 1,000 copies.

The 980 by 280 pixel: Big and bold, this has plenty of space to tell a story locals will spot as they interact with comments, posting stories, or just browsing the site. \$10 per 1,000 copies.

The 130 pixel by 26 pixel: Small but very noticeable as it scrolls with readers. A perfect spot to raise brand awareness. \$100 per month and you'll get shown on at least 33% of page views.

By e-mail: Add any of these sizes to our daily e-mail newsletter blast. \$90 per month for a dedicated spot.

In partnership: We have cooperative advertising deals with other regional sites like TheDigital Charleston, Charlotte, Lowcountry Dog, and Lowcountry Child. Buy an ad with us and you can reach these groups — ask for details.

Other options: Looking for someone who can also run your Google AdWords campaign, manage your Facebook presence, or just do general marketing. Yes, we do all that and offer great package deals. Just tell us what you need.





Demographics

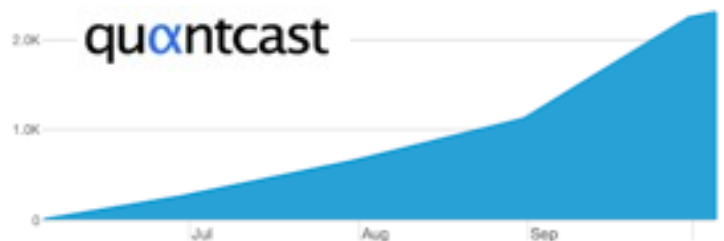
Reach 2,500 people thirsty to know about Beaufort.

In the last 30 days we've had 4,500 visits and served up 15,000 page views. 60% of that traffic came to us from Facebook and Twitter posts, 15% came directly, and 13% from Google. Our story updates are pushed out to more than 5,000 "Beaufort fans" on Facebook.

57% of visitors are from South Carolina; 40% from Beaufort.

Here's what independent auditor Quantcast says

- The site is popular among an 18+, affluent, more educated group that has no kids.
- Our readers like: Politics, green, local, news, nonprofits, sports, technology, TV, travel ...
- Compared to other news sites we have a very loyal readership.
- <http://quantcast.com/beaufort.thedigital.com>





Ordering information

Buy only what you need,
target with exacting precision.

A sliver of what's possible:

- Unlike print advertising you don't have to buy the whole run of an edition. You can hit readers as fully or softly as you like.
- Target specific cities, counties, or states.
- Show each reader your ad once, twice, or a thousand times.
- Fill just one ad slot or fill them all.
- Reach the tech-savvy or the behind-the-curve.
- Advertise to those looking at food, news, sports, et al.
- Mix, match, or do even more. Just tell us what you want to do.

Get your ad now

➔ beaufort@thedigital.com ➔ (843) 608-1011



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