

Online Local

Your success is our business.

2013



modbee.com, the number 1 local Web site serving Stanislaus and San Joaquin Counties

ONLINE ADVERTISING

Online ads are a simple and effective way to build brand awareness or promote products and services to our online audience. Online ads will be run-of-site (ROS) unless specific placement is requested. Ads are billed on a cost-per-thousand ad delivery basis. You may set limits on the number of ad deliveries you receive. Ad delivery is dependent on inventory.

Modbee.com Rates

Online Ads	
Leaderboard, Skyscraper.....	\$12 cpm net
Big Ad.....	\$15 cpm net
Home Page, Any Position.....	\$20 cpm net
Mobile Banner.....	\$15 cpm net

*Add \$3 cpm for section targeting

Sizes

Online ads come in many standard sizes:

- Leaderboard 728x90
- Medium Rectangle 300x250
- Ruler - local only 300x100
- Wide Skyscraper 160x600

STATISTICS

Total Unique Monthly Visitors	533,170
Page Impressions/Views	4,104,446

Source: ABC Audit 52 weeks ended December 25, 2011.

RICH MEDIA

Choose from sliding billboards, floating flash, corner peels, expanding ads, video, floorboards, fly-outs, side scroll, or wallpaper. Starting at \$800 per day.

VIDEO ADS

Call for rates.

BEHAVIORAL TARGETING

Behavioral targeting delivers relevant advertising to consumers based on their established online tendencies and previous choices. Call for rates.

SEARCH ENGINE MARKETING

Our simple, effective, and fully-managed marketing programs will help your business grow. We create your campaign and place ads across networks and search engines such as Google, Yahoo! and Bing, reaching millions of potential customers - Locally, regionally or nationally... the choice is yours.

Leaderboard

Big Ad

Wide Sky Scraper



modbee.com
The Modesto Bee

In partnership with
YAHOO!

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The Modesto Bee
modbee.com

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