

Online

Maximize Your Message with Online Advertising

What is FlaPennysaver.com?

- The Web site of our weekly shopper lets visitors search 25,000+ products and services, 17,000+ homes and apartments, 11,000+ vehicles and the most local jobs. Average monthly page views in 2007 were 135,656.

What Advertising Opportunities Does FlaPennysaver.com Offer?

- 1 Leaderboard - 728x90 - top of each page
- 2 Magazine - 300x600 - right rail
Rectangle - 300x250 or 300x200 - right rail (not shown)
- 3 Ear - 180x60 - upper right hand corner of all pages
Advertise exclusively online or maximize your results with a combination of print and online exposure.
- 4 Tower Ads - maximum exposure, minimum investment

On average, nearly 1.6 million unique visitors per month have visited The Palm Beach Post Family of Web sites. Your message will be prominently featured on FlaPennysaver.com, PalmBeachPost.com and LaPalmaInteractivo.com. Tower ads must be sold with a print ad and feature:

- Your offer at a glance
- Contact information, including phone number and email address
- A link to your print ad and/or Web site
- Maps and directions to your business

What About Package Pricing?

Packages begin with a minimum of 35,000 impressions, and can be tailored to your business and your budget!

PennyPix Sponsorship – Ask your Account Executive about custom sponsorship packages.

Ask about adding online video to your ad!

The screenshot shows the Florida Pennysaver website homepage. At the top, there's a navigation bar with links for HOME, CLASSIFIEDS, COUPONS, SHOPPING, FREE ADS, CALENDAR, PENNY PIX, and ADVERTISE. A 'valueSaver' badge is in the top right. Below the navigation, there's a featured ad for a 2008 Dodge Ram 1500 Quad-Cab with a 'Click Now!' button and a 'valueSaver' badge. A 'PLACE AN AD' button is on the left. The main content area is divided into several sections: 'OUR CONTESTS!' with a photo contest, 'FIND' with a search bar and categories like Announcements, Health & Beauty, Jobs, Kid Stuff, Merchandise, Pets, Real Estate, Restaurants, Services, and Transportation; 'MOBILE & WEB ID' with a search bar; 'COMMUNITY EDUCATOR' with a guide to district news and classes; 'PERSONALS' with a search bar; 'FREE HOME DELIVERY' with a search bar; and 'AUTOS EN ESPAÑOL' with a search bar. On the right side, there's a 'valueSaver' section with several ads, including one for 'ARRIGO' and another for 'OffleaseOnly'. A 'valueSaver' badge is also present in the top right corner of the page.

New on FlaPennysaver.com

- PennyPix - our new, FREE photo-sharing site
- Web Order Entry - build your own classified ads online
- Web ID - expand your classified ads with extra text and pictures

*SiteCatalyst Monthly Unique Visitor numbers attempt to quantify unduplicated audience from all geographies and access points (home, work, school, etc.) This metric may be affected by several external factors including deleting cookies, sharing computers and visiting the site from multiple locations during the reporting period.

All Display, ValueSaver, Neighborhood Shopping Guide, Insert and Online Advertising counts toward your Annual Revenue Commitment Fulfillment.

Florida
PENNYSAVER

THE LARGEST LOCAL SHOPPER
OVER 25 YEARS