

Three reasons why you should advertise with us.

1

Most options in our market. News-Press Media Group offers newspaper, television and digital platforms to help you create an effective overall marketing plan. Our one-stop shop gives you the best and most ways to reach local and area consumers.

2

Trusted local brand. With a history in the community spanning more than 170 years, News-Press Media Group has strong local roots and continues to branch out in new and exciting ways. Businesses have trusted their marketing with us for generations and look to us to help grow their business into the future.

3

Marketing expertise. Our highly-trained, specialized staff of advertising consultants will work closely with you to help you plan the most effective advertising for your business' needs. We understand the strengths each platform can bring and how they work together to reach your individual goals.

Market Coverage



The News-Press Media Group combines the power of print, broadcast and digital advertising to help you send your message to potential customers in North-west Missouri, Northeast Kansas and beyond.

Print Marketing



Our publishing division has evolved to include 14 daily and weekly publications in Missouri and Kansas. Our publications offer award-winning news coverage and proven advertising results in their markets.

Broadcast Marketing



NBC 21 KNPG, FOX 26 KNPN, News-Press Now and CW6 offer local news and weather coverage, NBC, FOX & CW entertainment, sports and syndicated programming to Northeast Kansas and Northwest Missouri.

Digital Marketing



We offer a complete suite of online display, mobile display and digital marketing solutions for any sized business. In addition, we offer creative design services, business intelligence and strategy consultation to ensure your investment will deliver results.

Print Marketing Solutions

Three reasons why you should advertise with the St. Joseph News-Press.

1

Powerful reach. The *News-Press* delivers your advertising message to the largest number of potential buyers every day. We offer an effective and cost-efficient way to communicate with customers.

2

Local Marketplace. Potential buyers actively search our newspaper each week to learn which businesses have the best selection, quality and price.

3

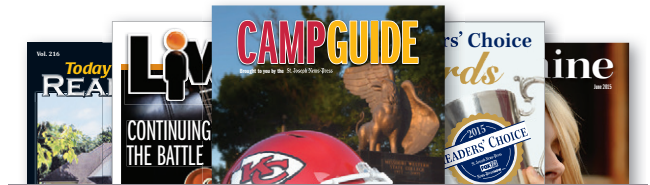
Long-term proven results. We have been the trusted news and advertising source in Northwest Missouri for more than 170 years. Local business owners tell us their results with the *News-Press* are unmatched in this market.

St. Joseph News-Press



Your audience is here. Reach more than 60,000 local adults by advertising your products and services in the *St. Joseph News-Press* and on newspressnow.com. Our strong readership ensures you will be pleased with your results.

Specialty Publications



Reach even more of your audience with special print publications such as *St. Joe Live*, *Josephine* and *Today's Real Estate*.

Total Market Coverage



In addition to the engaged audience of the daily newspaper and geographic targeting with zoned sections, community newspapers and preprint, the *News-Press* Media Group offers advertisers total market coverage and non-subscriber options.

Specialty Products



Realize phenomenal results with your marketing message when you take advantage of one of our specialty print products like sticky notes, pre-prints and spadeas.



MISSOURI

PUBLICATION	LOCATION	PUBLICATION DAYS	CIRCULATION	WEBSITE
St. Joseph News-Press	St. Joseph, Missouri	Daily	Daily: 21,071 Sunday: 23,431	newspressnow.com
SAVE NOW 	St. Joseph, Missouri	Wednesday (TMC)	29,294	savenowpub.com
GREEN ACRES <small>publication</small>	St. Joseph, Missouri	Every Other Thursday	40,319	greenacressells.com
The Daily Star-Journal	Warrensburg, Missouri	Tuesday, Thursday, Saturday Wednesday TMC	5,636 17,975	dailystarjournal.com
CT COURIER TRIBUNE	Liberty, Missouri	Thursday	7,100	mycouriertribune.com
GLADSTONE Dispatch	Gladstone, Missouri	Wednesday	15,500	gladstonedispatch.com

KANSAS

PUBLICATION	LOCATION	PUBLICATION DAYS	CIRCULATION	WEBSITE
<i>Atchison</i> GLOBE	Atchison, Kansas	Wednesday, Saturday	3,377	atchisonglobenow.com
HIAWATHA WORLD <small>HIAWATHA, KANSAS</small>	Hiawatha, Kansas	Friday	1,379	hiawathaworldonline.com
<small>THE MIAMI COUNTY</small> REPUBLIC	Paola, Kansas	Wednesday	4,017	republic-online.com
READ IT  <i>free</i>	Paola, Kansas	Wednesday	4,500	readitfree.com

Digital Marketing Solutions

Three reasons why you should advertise with NPGDIGITAL.

1

The right digital mix. We help you navigate through continuously changing as well as existing digital options. Our experienced digital team can take your marketing message and maximize it through a plan using the best possible digital avenues and tactics.

2

Target your marketing further. With NPG Digital, you set the boundaries of where and whom you want to reach – from small, targeted places and audiences to larger areas and consumers beyond the local market.

3

Seamlessly update your message. So many digital platforms and options means consistently keeping on top of engaging your audiences. NPG Digital can manage all of that for you, ensuring your message is maintained and timely, based on your goals.

Onsite Advertising



Engage local customers by advertising on 14 area websites. Standard display ads, interactive video billboards, pencil pushdown announcements and pre-roll sponsorships are among the many options available.

Intentional Marketing



Put your ad in front of a customized audience using the following strategies: site retargeting, search targeting, contextual targeting, conquest targeting, demographic targeting, geo-targeting and geo-fencing.

Site Build, Maintenance & Hosting



Let us build your site! Our sites are optimized for search and include a companion mobile version that connects with consumers on the go via smart phones and tablets. We will also keep your site current with our hosting and maintenance services.

STANDARD ONLINE DISPLAY ADS

These ads are available in leaderboard and medium rectangle sizes. Leaderboards are positioned at the top of the page and medium rectangles are placed next to the content on the right of the page.

INTERACTIVE VIDEO BILLBOARDS

Ads expand into an interactive video ad with a 30-second video. They are 15X more likely to be remembered than traditional online ads. Available in leaderboard and rectangle sizes, they offer the viewing performance of a TV spot, but take it a step further providing the buyer with a more engaging experience. Customizable buttons may be added inviting buyers to download coupons, request information, tweet your ad, share ad with a friend and click through to your social media. Interactive video billboards are available on desktop and mobile.

PENCIL PUSHDOWN ANNOUNCEMENT

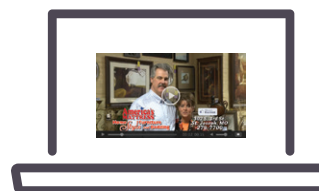
Pencil pushdowns expand from a small ad to a larger ad. Placed near the top of the News-Press NOW home page, this ad is a great way to share important messages with News-Press NOW readers. Perfect for special announcements, sales, anniversaries, reminders, celebrations, holiday events, customer appreciation and new employee welcomes.

PRE-ROLL SPONSORSHIP

Ads are placed before specific content that the buyer chooses to watch. Because your message is placed before the content, the buyer will fully view and focus on your ads. People understand pre-roll content. Think of them as 15-second on-line TV commercials. Take your television commercial beyond the television and position your business to take advantage of the power of online.

ONSITE TAKEOVER

These ads take over both side rails of the News-Press Now homepage, along with a top leaderboard position and bottom leaderboard position. These ads are a great way for an advertiser to get high visibility, share important messages, celebrations, announcements, a big event, branding, call-to-action response, customer appreciation, etc. The advertiser gets this top spot for a full day on our News-Press Now homepage.



————— Ads are placed on these great area media websites! —————

News-Press**NOW**.com GREEN ACRES publication **GLOBE** *Atchison* **HIAWATHA WORLD** *Hiawatha, Kansas* **CT** | COURIER TRIBUNE
Daily Star-Journal **Dispatch** *Gladstone* THE MIAMI COUNTY **REPUBLIC** **READ IT free**

For more information call (816) 271-8500

Finally, a complete digital marketing package that gives you results – not just ads.

Reach your ideal customers on any device



The average American adult spends more than 11 hours a day consuming digital media.¹



63% of customers are more likely to purchase your product after viewing a video ad.²



80% of smartphone users want ads customized to their location.³

Your customers are online, are you? RTB, CTR, VTR – digital advertising is a confusing and complicated process, until now.



We offer a complete digital marketing package that makes it easy:

1. Tell us about your business, audience and goals, then our experts design the best media plan for your budget. You can even retarget customers who visit your website and travel to another site, and remind them to come back to your site.
2. Our interactive design team uses the most up-to-date technology and trends to create a custom package of ads and a lead generation landing page that work across desktop and mobile devices.
3. Using deep targeting data and programmatic buying – technologies that use data to find and bid on impressions to reach your ideal audience across thousands of sites and apps – our media buying team optimizes your budget throughout your campaign run.
4. Your brand and message reaches your target audience, and you can track your results on your reporting dashboard anytime.

We provide the same complete digital marketing system that high-end agencies do, at a price that makes sense for your business.



Leverage the power of video

Want to take advantage of the power of sight, sound and motion? Non-skippable online video ads that run before, in the middle or after videos on thousands of sites are a powerful add-on to your online campaign. Do not worry if you do not already have a 15-second video ad available, we can build one for you!



Go mobile

Reach potential customers already in your neighbourhood. 50% of consumers who search for a local business on their mobile device visit a store within a day. Get your business moving with ads that are on the move.

Sources:

¹The Total Audience Report: Q4 2014, Nielsen, 2015; ²Q1 2014 Media Intelligence Report, Neustar, 2014; ³"Understanding Consumers' Local Search Behavior," Google, 2014; "I-Want-to-Go Moments: From Search to Store," Google, 2015

Put your ad in front of a customized audience using the following intentional marketing strategies:

SITE RETARGETING

People who know you. Users visit your website. Unfortunately 97% of site visitors will leave without taking action. We show them your ad as they browse the internet and remind them of your brand and to come back when they are ready to buy.



CONTEXTUAL TARGETING

People viewing content relevant to what you offer. As users browse the web, consuming content, we collect data associated with that content. Based on the keywords and/or the categories of the content, we show your ad to those who are reading about topics relevant to your products and services.



PROGRAMMATIC VIDEO

People watching videos. Via site, search, keyword, geotargeting or conquest targeting, a user is served your video ad on a site like YouTube, either as a pre-roll, mid-roll or interstitial. Your ads will appear on all devices, desktop and mobile.



DEMOGRAPHIC TARGETING

People who share a particular set of characteristics. As users browse the web, we show your ad specifically to those people who are most likely interested in your products and services using a specific set of characteristics, such as age and gender.



GEO-TARGETING

People in a specific location. As users browse the web, we show your ad specifically to those people in a pre-determined geographic coverage area, down to the zip code level. All campaigns are geo-targeted, ensuring we only share your ad with potential customers in your service area.



GEOFENCING

People entering a pre-defined area. Using latitude and longitude data to determine a specific area, mobile users are shown your ad when they enter into this pre-defined geographic area. **Mobile Run of Network** - People on the go. Reach a broad audience across various apps and mobile sites. This is set up in a pre-determined geo-target area.



TOPIC TARGETING

People viewing sites and sections relating to a specific topic. As users browse the web, we show your ad specifically to those people who are most likely interested in your products and services relating to a relevant site or section of a site they are interested in.



BEHAVIORAL TARGETING

People intending to buy. As users browse the web, we show your ad specifically to those people based on what they are doing. We target based on their search history, transactions, online content consumption, transactions, site visits, etc.



The 3- Page Website is going to establish your presence online. It will explain who you are, what you are about, and the products/services that you offer. You are now making your business and brand accessible to people that are interested in those products and services, online! Your website is your 2nd location for Stoltzfus Market and will help drive potential customers to your physical location.

Your website investment includes the following:



Call Focused

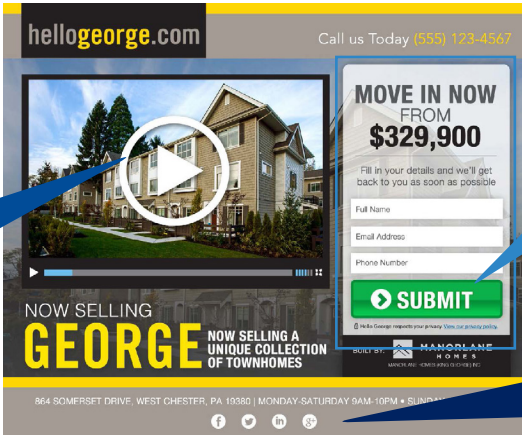


Easy to use mobile CTA/click-to-call button

Link to website and tap-to map button

Links to social media pages

Contact Form



Promotional video to pique interest

Mobile friendly lead capture form

Links to social media pages

Promotion



Shareable coupon

Links to social media pages

Simple sign up form

For more information call (816) 271-8500

Broadcast Marketing Solutions

Three reasons why you should advertise with



1

Attention-getting. Viewers tuning in to watch our trusted local news and favorite entertainment programming will see your business' brand come to life. With spots on our family of channels, you'll be using sight, sound and motion to tell your marketing story in a way that will be attention-getting and appeal to consumers' emotion

2

True local partner. People tune in to News-Press NOW on NBC 21 KNPG & FOX 26 KNPN as a trusted source for their local news and information. This makes advertising during our newscasts ideal to brand your business to local-minded consumers and be seen as a vibrant part of the community.

3

Audiences you need. Our family of channels offers a variety of programming choices, bringing in viewers across age, gender, income and many other sociographics and demographics, allowing you to further target your marketing to those audiences.

NBC 21 KNPG



NBC 21 KNPG is the NBC affiliate serving Andrew, Buchanan, Doniphan, and DeKalb counties in Northwest Missouri and Northeast Kansas. NBC 21 KNPG offers local news and weather coverage, NBC entertainment and sports, as well as syndicated programming.

FOX 26 KNPN



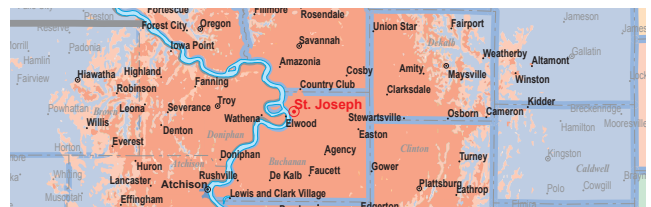
FOX 26 KNPN offers local news and weather coverage, FOX entertainment and sports, as well as syndicated programming to Northwest Missouri and Northeast Kansas.

News-Press Now & the CW



As a companion to NBC 21 KNPG & FOX 26 KNPN, News-Press Now provides constant news and weather 24 hours a day. We also broadcast CW6, the top-rated CW affiliates in the United States!

Coverage Area



Our over-the-air signal reaches more than 170,000 people! 95% of households in the greater St. Joseph, Missouri area and numerous communities in Northwest Missouri and Northeast Kansas receive our signal. Our family of channels is also carried by local cable systems, Dish and DirecTV.



Over-the-air 21.1
Suddenlink 2 & HD 102
DirecTV 21
DISH 41
Rainbow 11
United 16 & HD 1016



Over-the-air 26.1
Suddenlink 4 & HD 104
DirecTV 26
DISH 4
Rainbow 4 & HD 204
United 4 & HD 1004



Over-the-air 26.2
Suddenlink 3 & HD 103

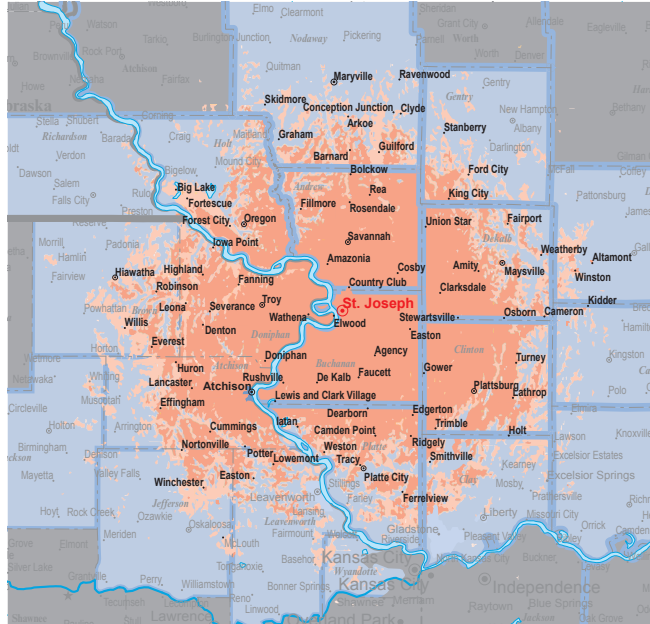


Over-the-air 21.2
Suddenlink 6 & HD 106
Rainbow 6



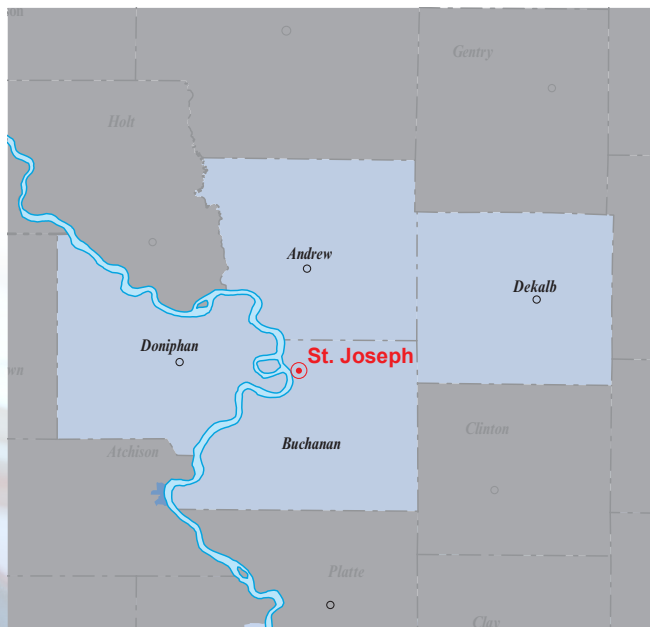
TELEMUNDO
Over-the-air 26.4
Suddenlink 392 & HD 125

SIGNAL COVERAGE



Our over-the-air signal reaches
more than 170,00 people!

CABLE & SATELLITE COVERAGE



Our channels are available to
more than 127,767 people
in our designated market area (DMA)
via satellite and cable.

Andrew: 17,445 DeKalb: 12,840
Buchanan: 89,631 Doniphan: 17,445

Source: US Census Bureau, 2010