

| 2019 Insertion Rates                           |          | 2019 Insertion Rates  |                     |
|--|----------|---|---------------------|
| <b>DESKTOP OPTIONS</b>                         |          | <b>EXTENDED NETWORK/BEHAVIOR TARGETING</b>  |                     |
| Leaderboard (Monthly) RB/EGT                   | 700/250  | Extended Network Package 25K Impressions per month  | 300                 |
| Premium ROS (300 x 250) RB/EGT                 | 300/100  | Extended Network Package 50K Impressions per month  | 500                 |
| Details Page (460 x 80) RB/EGT                 | 400/100  | Extended Network Package 100K Impressions per month   | 1000                |
| Entry Level ROS (300 x 100) RB/EGT             | 200/50   |   |                     |
|  |          |   |                     |
| <b>SPECIALTY PLACEMENTS</b>                    |          | <b>CLASSIFIED INVENTORY PACKAGES</b>  |                     |
| Associated Press (AP NEWS) Sponsorship         | 500      | Classified Ads Pkg-30 w/Enhanced Business Directory   | 200                 |
| Community PreRoll Video Sponsorship*           | 300      | Classified Ads Pkg-60 w/Enhanced Business Directory   | 350                 |
| Market Watch Sponsorship                       | 225      | Classified Ads Pkg-120w/Enhanced Business Directory   | 450                 |
| PodCast  | 300      | Classifieds Category Display (Pick 1, Pets, Boats,<br><i>(1-Pets, Boats, RV's, Motorcycles, For Rent, FSBO, Employment)</i> ) | 175                 |
| Sports ARTICLES Sponsorship                    | 300      |   |                     |
| Sports VIDEO Sponsorship*                      | 300      | Employment Ads  | 100                 |
| Time & Temp/Weather                            | 300      |   |                     |
|  |          | <b>STARTER PROGRAMS</b>   |                     |
| <b>DAILY eEDITION OPTIONS</b>                  |          | Shop Local (Offer can change monthly)   | 50                  |
| Daily eEdition 728 x 90 (Premium) RB/EGT       | 700/250  | Placemat Advertising: Single,Double,4-spot  | 50/90/140           |
| Daily eEdition 300 x 250 - only SIX allowed    | 300/100  | Small Business Package  |                     |
|  |          | Shop Local, Placemat (Single/double), Enhanced Directory  | 100/150             |
| <b>MOBILE OPTIONS</b>                          |          | <b>GRAPHIC/VIDEO/DRONE SERVICES</b>   |                     |
| Mobile Sticky (10 in rotation) 300 x 50 RB/EGT | 300/100  | Graphic Design, Progamming, & Web Support - Hourly  | 75                  |
| Mobile ROS (10 in rotation) 300 x 50 RB/EGT    | 200/50   | Search Engine Optimization - Hourly   | 75                  |
|  |          | Video/Drone Coverage (2 hour minimum)   | 75                  |
| <b>CUSTOM/CATEGORY SPONSORSHIPS</b>            |          | <b>WEBSITE DEVELOPMENT/REDESIGN</b>   |                     |
| Automotive Sponsorship (Incl: 300x250, 300x50) | 200      | All are custom Bids/ Pricing sheet not applicable   |                     |
| Obits Category Display Ads - 300x250/300x50    | 500      |   |                     |
| Real Estate Display Ads - 300x250/300x50       | 300      |   |                     |
| Realtor Package (with website)                 | 175/225  |   |                     |
|  |          | <b>BUZZ MONTHLY</b>   |                     |
|  |          |   | <b>6x/OPEN Rate</b> |
| <b>ONE TIME SPECIALTY SERVICES/CHARGES</b>     |          | 1/8 Page  | 85/100              |
|  |          | 1/4 Page  | 150/175             |
| Digital Display (NEED PACKAGES)                | 899/50mo | Half page   | 200/225             |
| Event Promo/Business Profiles (14 days) RB/EGT | 400      | Full Page   | 325/350             |
| Expanding Leaderboard (1 week) RB/EGT          | 500/200  |   |                     |
| Panoramic Photo                                | 125      |   |                     |
| Wallpaper (3 consecutive days) RB/EGT          | 450/150  |   |                     |
|  |          |   |                     |