

MARKETING ON

myMOTHERLODE.com

YOUR GATEWAY TO CALIFORNIA'S GOLD COUNTRY

SECTION SPONSORSHIP

myMotherLode.com is the area's online media powerhouse, attracting over 500,000 visits and over 2,000,000 page views every single month. This growing regional audience of educated and affluent consumers rely on myMotherLode.com to help them make buying decisions. Section Sponsorship consists of an effective gateway ad at the top of the content section. Impressions are provided on a percentage-share basis with same section sponsors.

The screenshot shows the myMOTHERLODE.com website interface. At the top, there is a banner for 'Middleton's Furniture & Appliance Dealer of the Year 2008' with contact information: (209) 736-4617, 374 N. Main St., Angels Camp. Below this is the myMOTHERLODE.COM logo and a weather widget for 55.0°F. The main navigation bar includes News, Multimedia, Sports, Weather, Traffic, Living, Entertainment, Community, Real Estate, Classifieds, and Yellow Pages. The search bar is visible with a 'SEARCH' button. The main content area features a news article titled 'T.U.D. Hosts Initial "Rate Increase" Public Meeting' with a sub-headline 'Mark Twain St. Joseph's Hospital The Next Generation of Excellent Health Care (209) 754-3521'. A red box highlights this sub-headline, and a red arrow points from the text on the right towards it. The article text includes a photo of Pete Kampa and discusses public meetings regarding water and sewer rate increases. To the right of the article is an 'OBITUARY ARCHIVE' section and a 'Promotions' section. At the bottom, there are several ads including 'Decco Automotive Supply', 'Got Rugs?', 'John Tesh', and 'Maryann'. A 'Other Local News' section is also visible at the bottom left.

Section Sponsor Ad
Size: 300 x 40 pixels

Section Sponsor Ad consists of company logo, short tag-line, and phone number on white background. Clickable to your website.

Call Sales at
(209) 533-1450 ext. 24