

Online Media Kit

myMotherLode.com, the Gold Country's most popular website provides its advertising partners with numerous opportunities to engage with our attractive audience of web users. In partnership with KVML, KKBN, and KZSQ Radio, advertisers can increase their exposure, strengthen their brand awareness, and generate more revenues by distributing their message over the web and the airwaves.

*"The right message,
the right audience,
the right place."*

About Us

Founded in 2001, myMotherLode.com is entering its third generation as the Gold Country's most popular community website. myMotherLode.com has come to be regarded as a regional online media powerhouse by numerous industry leaders, attracting over 500,000 visits every single month. The portal* provides its users virtually everything they need to know about the Mother Lode. It's packed with local, regional, and national news, sports, arts and entertainment information, community events, popular destination and recreation activities, weather, traffic, movie and live theatre show times, and more. And it's updated minute by minute every day.

As a part of Clarke Broadcasting, myMotherLode.com can deliver your message to a fast growing local audience. These consumers have come to depend on the Internet for news and information and have made myMotherLode.com central to their online experience.

Furthermore, this audience uses the Internet to find information they need to make online and offline buying decisions.

The power of three Mother Lode Radio stations and the area's most popular local community website provide incomparable value and reach when it comes to delivering your compelling message to our local market.

*A **web portal** presents information from diverse sources in a unified way. Apart from the standard search engine feature, web portals offer other services such as, news, stock prices, information, and entertainment.

Audience

myMotherLode.com is the premier online destination for people who live, work and play in the Mother Lode region of California. We attract a growing regional audience of educated and affluent consumers who use the Internet for communication, research and shopping. myMotherLode.com reaches more than 100,000+ of these customers every month.

myMotherLode.com is the #1 online source for local information in the Gold Country. More than 37% of those surveyed visit myMotherLode.com at least every day, and another 32% reported visiting several times per day. The average visitor stays more than 10 minutes per session. myMotherLode.com's visitors generate more than 2,000,000 page views every month. The majority of these users also report listening to KKBN, KZSQ and KVML as their primary Radio stations.

In a recent survey, our users indicated the following:

Site Visitors		
Gender	Male	40%
	Female	60%
Age	17 – 30	14.6%
	31 – 45	28.7%
	46 - 64	49.2%
Education	High School Graduate	24.5%
	Some college, college graduate or more.	74.1%
Household Income	\$20,000 - \$35,000	18.1%
	\$35,001 - \$50,000	21.6%
	\$50,001 - \$75,000	23.5%
	Greater than \$75,000	29.3%

Benefits of Advertising on myMotherLode.com

After more than 50 years in the industry, Clarke Broadcasting Corporation understands how difficult it can be for local businesses to decide how and where to spend their marketing budgets. In a community our size, your Return on Investment increases when you align your marketing message with local media that provide your potential customers with information important to them.

In the Mother Lode, only Clarke Broadcasting provides breaking local news, local weather, local events, instant school closing information, etc in multiple mediums – KVML / KKBN / KZSQ and myMotherLode.com.

Premium Audience

myMotherLode.com delivers an attractive audience. More than 75% of our unique visitors are from in-market, the majority of the rest coming from the Central Valley and Bay Area.

myMotherLode.com puts you in front of these affluent, active consumers who have the desire and means to buy your products and services.

Flexible Programs

Whether your goal is to get visitors to your website, or customers to your store, our marketing experts can help you build a plan tailored to your goals and budget. They can help you take advantage of the power of coordinated marketing in the synergistic media of Radio and Internet.

Easy To Do Business With

If you need an effective, professional online ad, our designers have the expertise and experience to build the right ad for the medium and the market. They can help you design and build your web presence. myMotherLode.com is committed to providing you efficient and superior service.

Affordable Advertising

Internet advertising is cost effective and rivals the power of the traditional media. You can have your message seen for as long as a month for the same price as a day's worth of advertising in other local print media.

The Most Powerful Way to Reach Your Audience

Harris Interactive has shown that the recall of advertising is dramatically enhanced (27% versus 6%) when a mix of Radio and Internet is used compared to stand alone ads on either. They also showed that the daily reach of Internet and Radio is 83% of the 18 – 54 population, similar to the reach for network television and far surpassing local cable TV. Imagine the coordinated marketing power of myMotherLode.com and KVML / KKBN / KZSQ!

myMotherLode.com Content

myMotherLode.com is updated virtually every minute of the day with local news, sports, traffic, weather, entertainment, jobs, homes, cars, and more. Each month more than 100,000 people visit myMotherLode.com to get news and information important to them. Your ad puts you in front of this audience actively seeking local information. myMotherLode.com content includes:

[Local](#), [National](#) and [World News](#)

Find breaking local news from the award winning 1450 KVML-AM, and other local, national and international news thanks to our alliances with the Associated Press, and Amador Dispatch-Ledger.

[Truly Local Weather](#)

myMotherLode.com provides real-time local weather from its own installed weather stations in the mother lode, and animated radar and satellite images, in addition to multi-day forecasts.

[Dining Guide](#)

Got a hankerin' for BBQ or a yen for Japanese? myMotherLode.com's local dining guide lists all the area's fine dining establishments in a searchable and easy to use format. The Restaurant of the Month gets premier placement in the dining guide and is highlighted throughout the year.

Unique Local Content

myMotherLode.com is full of incredible content you won't find anywhere else in the region including, [Scanner 911](#), [local blogs](#) and [forums](#) and the Gold Country's most complete [Destination Guide](#), [Recreation Guide](#), and [Community Guide](#).

[Financial News](#)

myMotherLode.com provides comprehensive financial and markets information with news, stock quotes, currency and commodities information. We even track local stocks through our own Mother Lode Stock Index.

[Jobs](#), [Cars](#), [Real Estate](#)

myMotherLode.com provides a vibrant local classifieds, filled with cars, jobs, homes, and general merchandise. The classifieds generate hundreds of thousands of page views each and every month. We also provide a comprehensive real estate section with news, articles,

calculators, and, in partnership with the Tuolumne County Association of Realtors, access to the Multiple Listing Service (MLS).

Entertainment

You can also find an expansive entertainment section on myMotherLode.com, complete with news, movie reviews, movie show times, a full live-theatre section, horoscope, lottery info and games sections.

Yellow Pages

Visitors find stores, businesses and more in the regions most comprehensive yellow pages. (It's free, so make sure your business is listed correctly.)

Advertising Opportunities

myMotherLode.com can help you create the right campaign for the right audience. Before we make a recommendation, we want to learn about your business, your products and services and your challenges and opportunities. Understanding your needs helps us design the most effective campaign possible.

We then develop a coordinated approach that will best hit your target audience. We can provide IAB standard as well as other advertising on all or targeted sections of our site. These opportunities might include one or more of the following:

- #1 Leaderboards
- #2 Blockbuster
- #3 Skyscrapers Ad 2 (120 x 600)
- #4 Skyscrapers Ad 1 (160 x 600)
- #5 Leaderboard Footer



Rates: Run of Site (ROS) display ad campaigns are guaranteed 50,000 impressions per month and typically sold in 3, 6, and 12 month increments. Exceptions can be made for event marketing and the like. Please contact our Sales Department with any questions at 209-533-1450 ext. 24.

More Advertising Opportunities

Section Sponsorships

Occupy the premier position in a section called the "Gateway". Gateway ads are display ads placed just above the content in a section or article, thus providing maximum attention. Price varies per section. Some of these sponsorships come with Radio tags.*

The following sections can be sponsored:

[Local News / State News](#)

[Health and Fitness/Food and Recipes](#)

[*Weather](#)

[Mountain Road Report](#)

[US/World/Sports Sections](#)

[*Local Events Calendar](#)

[Entertainment/Movies/Theatre Sections](#)

[Games](#)

[Money/Finance Section](#)

[Obituaries](#)

[*School Delays](#)

[Pet Patrol](#)

[*Dining Guide Restaurant of the Month](#)

[*Scanner 911](#)

[Destination/Recreation/Community Guides](#)

Real Estate Section

Be seen in the regions most comprehensive real estate site. myMotherLode.com's real estate section includes thousands of articles, tools, calculators and other resources that generate tens of thousands of page views by consumers looking to buy, sell, finance, and improve their homes.

Display ads are run of section and impressions are shared equally by advertisers in a given ad zone. Leaderboard and Skyscraper ads are available, with a maximum of four campaigns running in each ad zone in order to maximize effectiveness.

More Advertising Opportunities

Page Peel Ads

A **Page Peel** Ad is a new technology that provides a different and innovative method to advertise. A page peel appears in the top right hand corner of myMotherLode.com and when the mouse moves over the tab, the page peel opens smoothly to reveal the ad within. The Page Peel tab will always tease the offer before the peeling interaction occurs.



The Page Peel is initially displayed on MML's home page. The top right Page Peel tab slowly moves to draw attention without being intrusive.



When the user moves their cursor over the small peel it opens displaying the larger Page Peel displaying the clickable add content.

Why use a Page Peel Ad?

This unique method of **advertising** has unique advantages:

- It is non intrusive to the web user. (you don't have to click "close" to remove it from your vision)
- It is a new ad format arousing user interest resulting in better response rates.
- Exclusive, one-of-a-kind ad placement during your campaign
- For the curious, the Page Peel is irresistible
- Page Peel movement is impossible to ignore

Client benefits:

- ✓ Exclusivity during the campaign
- ✓ One-of-a-kind positioning

- ✓ Heavy exposure during a “burst” period
- ✓ Incredibly effective at attracting the consumers attention
- ✓ High Peel and Click through rates

Client targets:

- Highlight special discount offers and coupons
- Product roll-outs
- Grand openings
- Relaying important news or events
- HR recruiting

Keywords

Own a “keyword” on myMotherLode.com! We have several methods for visitors to navigate our extensive web site. One of the fastest ways to find what you want on the portal is to use the keyword search box. For example, type in “movies” and be whisked to the movie show times.

Keyword Box

The image shows a screenshot of the myMotherLode.com website. At the top, there is a banner for E. Samuel Wheeler, CPA, with a list of services: Financial Solutions, Accounting and Auditing, Full-Service Tax Strategies, and Tax Preparation. Below this is the myMOTHERLODE.COM logo and the tagline "YOUR GATEWAY TO CALIFORNIA'S GOLD COUNTRY". The navigation menu includes News, Multimedia, Sports, Weather, Traffic, Living, Entertainment, Community, Real Estate, Classifieds, and Yellow Pages. A search box is prominently displayed with the word "movies" entered. A red arrow points from the text "Keyword Box" to the search box. The website also features a "Local News" section with articles such as "Veterans Stand Down Will Return" and "Calaveras Native Withdraws From Governor's Race". There is also a "Current Conditions" section for Sonora, CA, and a "Free Healthy Samples" promotion with an email sign-up form.

Advertisers can “own” a keyword on myMotherLode.com. When a visitor types your keyword into the prominent keyword search box, they will be taken automatically to your very own micro-site on the portal. A micro-site is a mini website designed for a very narrow purpose, such as providing a landing page for a specific offer. These keywords may be purchased with selected Radio campaigns.

For example, the on-air personalities would deliver liners by saying something like “ABC Home Loans can help you take advantage of the lowest mortgage rates in a half century. Go to myMotherLode.com, keyword ‘refi’ for more details.”

Coupons

Provide special offers to savvy buyers via our unique coupon system. Studies by Burst Media have shown nearly 70% of those surveyed would print and redeem an Internet coupon for a product they would be interested in purchasing. [Check out our local coupons.](#)

Classifieds

Post listings for jobs, real estate, cars, or any other type of product or service in front of tens of thousands of active classified ad users.

Yellow Pages

List your business for free. Or take a few minutes to enhance your listing by adding links to your website, photos, logos, a 3000 character description, email address and more for a nominal fee.

Micro-sites

Micro-sites are mini-websites that can be used as landing pages for customers who don't yet have a website of their own. They provide all of the pertinent data a buyer might need such as, a photo or two, description of services, contact information etc. Micro-sites also can also have coupons embedded in them.



Your Nearest Local Water Supplier
MOUNTAIN OASIS
PURIFIED WATER
533-9000
Home and Office Delivery

Value Plan (6)	Base Price
Month to Month Plan	\$36.00
• Fuel Charge	Per Bottle-\$6.16
• Cold Cooler Rental	\$ Free
• Hot & Cold Option	\$ Free (add \$4.50)

Standard Plan	
Per Bottle	\$7.00/Bottle
• Cold Cooler Rental	\$10.00
• Hot & Cold Rental	\$12.00
• Fuel Charge	\$1.50
Typical 6 Bottle/Month	\$42.00
Cooler Rent	\$10.00
Fuel Charge	\$3.00
Total	\$54.00

Standard Business rates	
Normal Residential Rate	\$7.00/Bottle
Local Business Discount	-\$1.00/Bottle
Business Rate	\$6.00/Bottle

Industrial/Large Office-Bulk Pricing
Special rates for Larger Quantities and Multiple Coolers
• 10 or more Bottles/Delivery
• 20 or more Bottles/Delivery

Coffee Break Service
• Large selection of coffees
1. Economy & Bulk
2. Individual pods & Pac

• Reduce recycling
• Reduce fuel costs
• No CRV
• Free Cooler Rental

20 Years
1998-2018

Say No to P.E.T. Bottles

Ad Gallery

Leaderboard (728 x 90 pixels; 40kB)

The spacious leader board ad allows plenty of room for advertisers to present a professional appearance. Ads are located at the top or bottom of most pages and are run of site.



COLDWELL BANKER  **Click Here To Find Your New Home** 
Foreclosures. First Homes. Executive Homes. Lodges and Cabins. Condos.



HERON DOOR 
A Doors Plus Company

- ✓ Contractors & do-it-yourselfers
- ✓ Interior & exterior doors
- ✓ Hardware & molding



Middleton's Furniture & Appliance Dealer of the Year 2008 
(209) 736-4617 374 N. Main St., Angels Camp 

Skyscraper Ad 1 (160x600 pixels; 40kB)

Attract more people to your site with this high-visibility display ad. Not available in the Real Estate Section.



Levi's®
KOHLS
expect great things

MID RISE SKINNY

SKINNY

STARTING AT \$34.99
AT KOHL'S [SHOP NOW](#)



GROUPON

UP TO
90% OFF
THE FUNNEST
STUFF IN TOWN

See Today's Deal

www.Groupon.com/Wilmington-Newark
Ads by Google



NETFLIX

Watch Movies
From Netflix

GLASH
TITANS

THE COMPLETE THIRD SEASON
The BIG
BANG
THEORY

DATE NIGHT

FREE TRIAL

Click here

Skyscraper Ad 2 (120x600 pixels; 40kB)

Attract more people to your site with this high-visibility display ad. Can rotate throughout the site, or be part of a targeted Real Estate section campaign.



**Mother Lode
Internet**

Internet with
**Peace
of Mind**

local
friendly service



[click for details](#)

**WANT A
GREEN,
HEALTHY
LAWN?**

LAWN PROGRAMS
AS LOW AS
\$28
(up to 3,000 sq.ft.)




WE PROVIDE

- ◆ FERTILIZATION
- ◆ CRABGRASS CONTROL
- ◆ BROADLEAF CONTRL
- ◆ DIAGNOSE DISEASE
- ◆ INSECT TREATMENT
- ◆ AERATION
- ◆ RENOVATION
- ◆ REPLACEMENT
- ◆ 10% DISCOUNT ONE YEAR PREPAY


**JBS
LANDSCAPE**

**CALL
FOR A FREE
LAWN EVALUATION**

536-1145



For a **FREE**
guide to all
the exciting
things to see
and do in
scenic
Tuolumne
County.



**COME PLAY
WITH US!**

CLICK HERE
WWW.TCVB.COM

Blockbuster Ad (300x250 pixels; 40kB)

Go BIG with this high-visibility display ad.



Priority Mail® Flat Rate® Shipping

**GET YOUR FREE KIT,
now with Envelopes.**

**GET FREE
SHIPPING KIT >>**

*For mailable items up to 70 lbs.
Visit usps.com* for details.
©2010 USPS®, All Rights Reserved.

**UNITED STATES
POSTAL SERVICE®**

The advertisement features a red header with the text 'Priority Mail® Flat Rate® Shipping'. Below the header, the main headline reads 'GET YOUR FREE KIT, now with Envelopes.' in large, bold, red and blue letters. To the right of the headline is an orange button with the text 'GET FREE SHIPPING KIT >>'. The central image shows a stack of Priority Mail Flat Rate boxes and envelopes, with a small figure of a person standing next to them. At the bottom left, there is a small disclaimer in red text. At the bottom right, the United States Postal Service logo is displayed.



Last Minute Deals.
Book your next getaway.

BOOK NOW >

hotels.com
SMART. SO SMART.

The advertisement features a light blue background with a stylized cityscape of grey buildings and a large yellow sun in the upper right corner. The headline 'Last Minute Deals.' is in large, bold, red letters, followed by the sub-headline 'Book your next getaway.' in smaller black text. Below this is a red button with the text 'BOOK NOW >' in white. Underneath the button is the 'hotels.com' logo in white, with the tagline 'SMART. SO SMART.' in smaller black text below it. The cityscape illustration is composed of various geometric shapes representing buildings.

Gateway (300 x 40 pixels; 20kB)

Gateway ads are unique, sitting directly in the eye pattern of users reading our content. Simple, yet effective gateway ads match content style, and consequently are some of our most successful display opportunities.

GutterHelmet GUTTER HELMET OF THE SIERRAS
GUTTER PROTECTION SYSTEM 1-800-762-3031

 **Mark Twain St. Joseph's Hospital** The Next Generation of Excellent Health Care
A member of CHW (209) 754-3521

C & C C&C AUTOBODY
AUTOBODY TUOLUMNE COUNTY'S SUPERSHOP
(209) 532-6738

Gateway Ad 300 X 40 pixels



The screenshot shows a website layout with a navigation bar and a main content area. A red arrow points from the caption 'Gateway Ad 300 X 40 pixels' to a GutterHelmet advertisement located below the main article. The advertisement is a 300x40 pixel banner with the GutterHelmet logo, the text 'GUTTER HELMET OF THE SIERRAS', and the phone number '1-800-762-3031'. The main article is titled 'Vietnam Vets To Host Bobby Rapp Memorial Scholarship Run' and includes a photo of a soldier and text about a motorcycle run. The website also features a search bar, a weather widget, and various sidebar links.

AD SUBMISSION GUIDELINES

Art and Text

If you are interested in creating your own ads to run on myMotherLode.com, please follow the guidelines below. Otherwise, our professional team of Account Executives and designers can help you craft a compelling ad that engages your target audience.

[Standard Ad Specs](#)

[Flash Ad Specs](#)

[Rich Media Specs](#)

Standard Ad Unit Specs:

Images:

Whenever possible, we prefer to receive images in electronic form. We can process most formats, including Photoshop, JPEG, GIF, BMP, PICT, and TIFF files. Otherwise, good quality printed material is fine. We cannot accept transparencies or negatives for any graphic materials.

Logos:

The best way to send logos and other line art is in EPS, Adobe Illustrator or Postscript format. If the file contains any specific fonts, please include them. Otherwise, a medium to high resolution image file is acceptable. Business cards are the hardest to work with due to poor image quality.

Text:

We strongly prefer any copy greater than 50 words be sent as a text document via email, or in either Microsoft Word or plain text format. We can also accept text and layout created in Adobe Illustrator.

Ad Unit Size Standards

The IAB (<http://www.iab.net>) has put forth a standard set of ad sizes in an effort to ease the process of buying advertising across sites. Below is an outline of the IAB we serve. At this time we are not able to accept all the sizes the IAB has put forward.

Ad Unit	Dimensions	File Size	Rich Media Enabled	IAB Standard
Leader Board	728x90	40k	Yes	Yes
Blockbuster	300x250	40k	Yes	Yes
Skyscraper 1	160x600	40k	Yes	Yes
Skyscraper 2	120x600	40k	Yes	Yes
Gateway	300x40	20k	No	No

File size limits will be strictly enforced.

Sending Materials

Electronic Transfer:

Materials may be emailed to myMotherLode.com, as long as the files are no larger than one megabyte. Contact your Account Executive if you wish to email files.

Regular Mail:

You can send files on DVD, CD-ROM or ZIP disks to:

myMotherLode.com
c/o Production Department
301 South Shepherd St.
Sonora, CA 95370

* **Important Note:** Campaign development will not begin until myMotherLode.com has received ALL content necessary to create your ads. Allow two weeks for creation and production. Please see your Account Executive with any questions.

Flash File Specs

The following are general Flash specifications and apply to all Flash ads. All Flash and other Rich Media ads are subject to final approval by myMotherLode.com.

Flash Version: Our standard Flash version is Flash 9. Flash 10 is accepted but, Ad Production must be notified of this with the ad request. Flash 9 is accepted by a greater number of users than Flash 10. Flash 10 should only be used if the creative uses functionality only available in Flash 10. If a user does not accept the version of Flash required, they will not see the Flash component of the ad (though an impression will be counted). We do not provide reporting on how many users saw the Flash component and how many do not. It is assumed that an overwhelming majority of our users can see the Flash component.

Required Files: For each flash creative, the .swf, .fla and backup gif file must be included with the ad request. The .fla file is only used for troubleshooting - Ad Production will not be responsible for the modification of flash files and the creation of .swf files. Additional troubleshooting issues addressed below. If no back up image is expected to be served to users who don't accept Flash, no back up image is required.

Delivery Code: All Flash ads will be served using standard code developed by KNXS.com or through third party ad tags. File Size: Initial load cannot exceed file size limits of the ad position being targeted. After initial load, on user's command 100K is allowed to stream for no longer than 10 seconds per command.

Click URL: If the creative contains a Click URL, it must be coded using the ClickTag methodology. Creatives that do not have the ClickTag method correctly implemented will be rejected.

Supported Pages: Flash ads are acceptable on the majority of our pages, though we do not allow floating ads.

Supported Positions: All standard positions can use Flash creatives with the exception of Gateway ads in the section sponsor ad zones, and yellow page enhanced listings.

External File Calls: no loading variables from an external file or other movies from an external server without prior approval.

Forgetting a Background layer: A common mistake is to assume that the 'stage' that the creative is built on is included when the file is published. When building a 'solid' (versus 'free form') Flash creative, include a layer that serves as the background that fills the dimensions of the ad.

Play on Load: Advance delivery of Flash based creatives loads the flash elements in a stopped state and then tells them to play when the page has loaded. This can cause synchronization issues with some methods of flash development. To prevent these issues the first frame of the creative should be a blank key frame.

Flash Ads that load other Flash Ads: We do not support this feature at this time.

Troubleshooting Process: Flash provides designers a lot of flexibility and powerful features to work with in designing creatives. That flexibility creates the possibility of developing a Flash creative that we cannot accept.

Flash can be very difficult to troubleshoot, and therefore it is important to understand the procedures involved in making a Flash creative compatible with our sites. The Advertiser is ultimately responsible for making sure that the Flash program ad works within the spec of the web site.

Rich Media – Audio Ads

***All advertiser provided ads and content must be approved by the publisher.**

Audio files can be connected to a display ad running on myMotherLode.com. When a user clicks on a display ad, rather than moving a user to a different place on the web, the ad server will launch an audio file. The audio will be hosted at myMotherLode.com and played in the end user's media player.

Audio Procedure:

Because a display creative will be built for the ad campaign, the complete and properly formatted audio file must be delivered at least 3 business days prior to the campaign going live on the portal. The audio file shall be in MP3 codec, 128 kbit/s and 44.1 kHz sampling rate, with up to two channels. The clip must be no longer than 15 playable seconds. myMotherLode.com will connect the audio files to the display creative, but will not do any audio encoding.