



CENTRAL VALLEY BUSINESS TIMES

- _____
- _____
- _____
- _____
- _____

- ○ ○ ○
- ○ ○
- ○

MEDIA KIT

Why Web Advertising?

Because online is where you'll find your customers!



The Internet is reaching millions of Americans, growing faster than any medium in history. It took radio 38 years to reach 50 million users. Television: 13 years. Internet: less than 5!

A majority of Internet users consistently report that the Internet helps them to do their job.

And as the share of Internet users who report positive impacts has grown, the sheer size of the Internet population also continues to increase.

"Surveys fielded in 2006 show that Internet penetration among adults in the U.S. has hit an all-time high. While the percentage of Americans who say they use the Internet has continued to fluctuate slightly, our latest survey, fielded Feb. 15 – April 6, 2006 shows that fully 73% of respondents (about 147 million adults) are Internet users, up from 66% (about 133 million adults) in our January 2005 survey," says a report from the Pew Internet & American life Project.

And that was last year.

It's no wonder that marketers find they get great results when they advertise on Web sites. Two years ago, \$12.5 billion was spent on Internet advertising.

That's two years ago. Internet revenue growth has been growing at better than 30% each year.

"Studies show that almost half of marketers plan to decrease spending in traditional advertising channels like magazines and direct mail," says LION New Media LLC.

For advertisers looking for impact and the ability to track how their money is spent, there is no equal to Web site advertising.

Unlike print, radio and television, which have to use estimates as to how many people are reading, listening or watching, Web advertisers can count every single nose.

With Web advertising, you get the frequency of radio, the targeting of direct mail, and the reach and visual impact of television.



Why CentralValleyBusinessTimes.com?

CentralValleyBusinessTimes.com is the only daily business news source serving all of the Great Central Valley and its 6.5 million residents with breaking news, small business profiles and expert interviews in Web stories and in audiocasts and video.

California's Central Valley is the state's fastest growing region, marked by affordable housing, outstanding recreation opportunities, seven world-class public universities and an ever-widening range of industry.

The Central Valley itself is so large -- 450 miles north to south and 50 miles wide -- it's the only valley on the planet that's visible to the naked eye from the International Space Station.

***Factoid:** Half of all of the world's research into water conservation is being done in labs and think tanks in the Fresno area.*

The mountain-walled valley stretches from Mount Shasta in the north to the Tehachapi range in the south. It is separated from the Pacific Ocean on the west by the Coast Ranges and on the east by the Sierra Nevada range with its Yosemite, Sequoia and Kings Canyon national parks.

In addition to being the location of the state's capital city, Sacramento, the Central Valley is the most productive agricultural region in the world.

Six of California's top seven agricultural counties -- Fresno, Tulare, Kern, Merced, San Joaquin, Stanislaus -- are Central Valley counties.

If the Central Valley were a separate state, it would rank first in agricultural production in the nation, says the Great Valley Center in Modesto, one of the region's many think tanks.

CentralValleyBusinessTimes.com offers advertisers an affluent, well-educate business audience that signs on the dotted line for goods and services.



With CVBT you get traffic!

CentralValleyBusinessTimes.com currently serves more than 193,000 impressions (page views) to more than 40,000 unique visitors each month! (AWStats, Q2 2007) And it's quality traffic, not kids, not casual passersby.

Who visits CVBT?

Most of our visitors are male, with one-third between 26 and 34 years of age, 42 percent between 45 and 54, 8 percent between 55 and 64. CVBT's peak usage is between 8 a.m. and 5 p.m. Mon.-Fri., enabling businesses the unique opportunity to reach working adults when they are at work.

Where are they?

CVBT visitors come from all points on the globe. But the bulk, 92 percent, are from the United States and of those, 44 percent are from California. Of our California visitors, 57 percent are from the Central Valley. (AWstats)

CVBT visitors are well educated.

Fifty-eight percent hold a four-year degree, 17 percent have a post-graduate degree and 8 percent have an associate degree. (CVBT online survey, April 2007)

CVBT visitors have the money to buy.

Just over 8 percent make between \$75,000 and \$100,000; only 8 percent make under \$20,000 annually.

CVBT visitors call the shots.

More than 8 percent hold C-level positions with their companies; 17 percent are unit or division managers; 33 percent are the owners of their businesses.

CVBT visitors are the face of small business.

One-third of CVBT visitors say they work for a small business; one-third hold jobs in government.

CVBT visitors are buyers.

Seventeen percent make the initial decisions about what goods and services to buy; one-third make recommendations; fully half make the final decisions.

CVBT is more than a 'newspaper on the Web'

- We offer two Web-only news broadcasts each day where your "radio" commercial can play.
- We profile small businesses as part of our Small Business Nation audio feature which can be sponsored.
- We update multiple times daily with print stories, video footage and audio so our site is always fresh, encouraging repeat visits.
- We distribute an opt-in daily newsletter with sponsorship opportunities.

Your ad on CVBT provides ability for businesses to pay local ad rates yet still market to the increasing global marketplace