

DELIVERING YOUR MESSAGE TO OUR POWERFUL AUDIENCE EVERY DAY



#1

Reach in the market!



DIGITAL

BILLINGSGAZETTE.COM

- Total users - 511,916
- Average daily users - 30,330
- Total page views - 3,906,658
- Monthly minimum impressions recommended - 75,000

MOBILE (WEB & APPS)

- Total users - 457,726
- Average daily users - 38,621
- Total page views - 5,317,906
- Monthly minimum impressions recommended - 50,000



TRAFFIC SOURCES

- Facebook - 1,298,269
- Search - 1,970,785
- Twitter - 321,360
- E-mail - 265,241



TOP HEADLINE

- 20 photos to remind you how awesome Montana is

TOP SOCIAL HEADLINE

- 20 photos to remind you how awesome Montana is

TOP SECTION

- News/Local

TODAY'S DEAL

- Today's Deal daily email subscribers - 19,912
- Today's Deal open rate - 12%



PRINT

TOTAL READERS*

- Sunday - 132,300
- Daily - 119,790

TOTAL COPIES*

- Sunday - 40,100
- Daily - 36,300

Through print, online, mobile and niche publications, we reach an unmatched audience ready to do business and looking for you!



BILLINGS GAZETTE
COMMUNICATIONS
PRINT • ONLINE • MOBILE • TABLET

Sources: Google Analytics Premium, Billings Web Data, November 2015

*Alliance for Audited Media Publishers Statement 3/31/2014; Readers-per-copy rate analysis conducted by Scarborough Research, April 2010

Your customers **ARE** looking for you!!

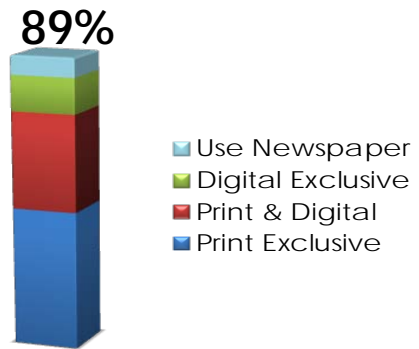
Reaching **MORE** potential customers **MORE** consistently and **MORE** effectively than any other media!

Reach nearly **9 out of 10** Billings adults in print and online.

EACH WEEK



PRINT EXCLUSIVE	43%
PRINT & DIGITAL	30%
DIGITAL EXCLUSIVE	11%
USE NEWSPAPER	6%
TOTAL REACH	89%



Source: *Alliance for Audited Media Publishers Statement 3/31/2014; Readers-per-copy rate analysis conducted by Scarborough Research, April 2010

BILLINGS GAZETTE ADVANCED DIGITAL TARGETING

- Geo-targeting
- Demographic Targeting
- Content Targeting
- Behavioral Targeting

Paid Search/PPC/SEM
 Search Retargeting
 Facebook
 Contextual Targeting
 Email Marketing
 YouTube PreRoll
 GeoFencing
 Website Retargeting
 Dynamic Display

For more information, please contact your
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