


**FROM  
BAY  
TO BAY**

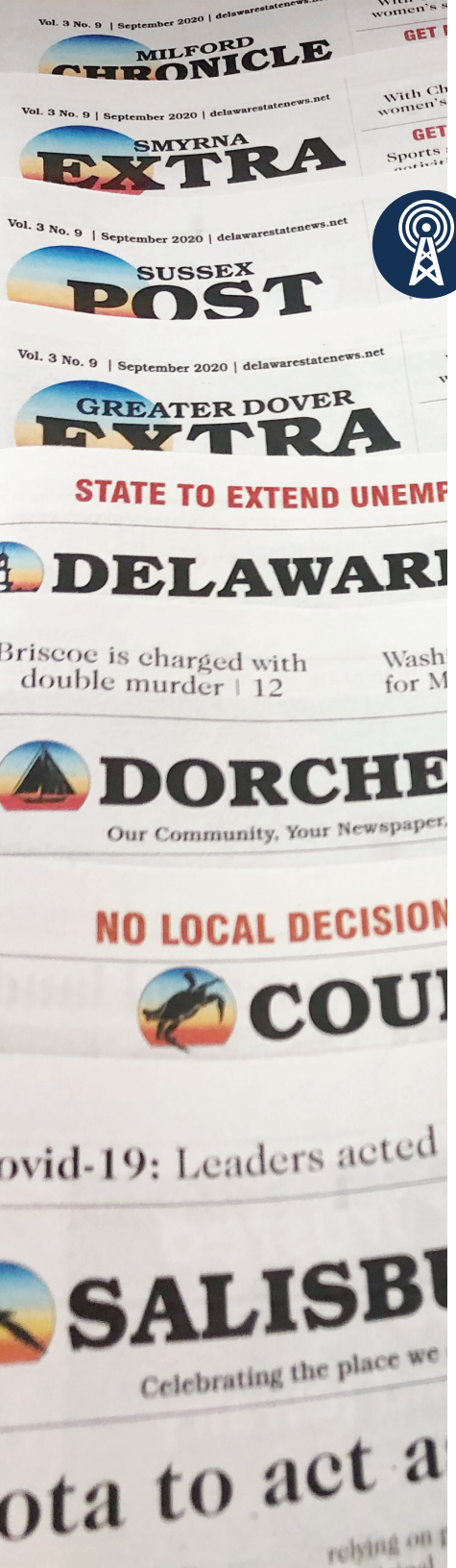
MEDIA KIT 2020

 **DELAWARE STATE NEWS**

 **SALISBURY INDEPENDENT**

 **COUNTY TIMES**

 **DORCHESTER BANNER**

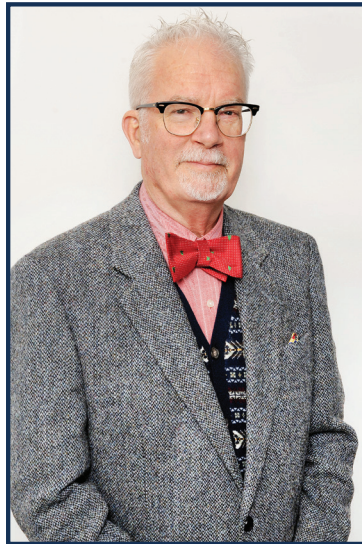


# ABOUT US



## — A PRINT LEGACY, A DIGITAL INNOVATOR

We are the leading print and online news, advertising and promotions network in Delaware and on the Eastern Shore of Maryland.



Independent Newsmedia Inc. publishes nine local newspapers and a multi-community website – FromBaytoBay.com – and a long list of targeted niche publications. With the launch of our in-house digital, events and marketing agency, Galaxy 110, we can now offer advertisers unmatched reach, cost-effectiveness, and a full-scale advertising and promotional program. An advertiser can select markets and demographics to bundle together, or opt to reach the total area. Targeting can be done by geographic markets in the community newspapers or by demographic markets with a combination of digital products, special events, our community newspapers, and website.

We are excited to introduce you to Galaxy 110 and our new capabilities.

We would be honored to work with your business, and are certain we can earn your trust and provide you with great results.

-Darel LaPrade  
Group Publisher



KONRAD LAPRADE  
Group Advertising  
Director



TONDA PARKS  
Director of Event  
Marketing/Community  
Outreach Director



HEATHER CREGAR  
Director of Marketing  
& Promotions



TOM MAGLIO  
Creative  
Director

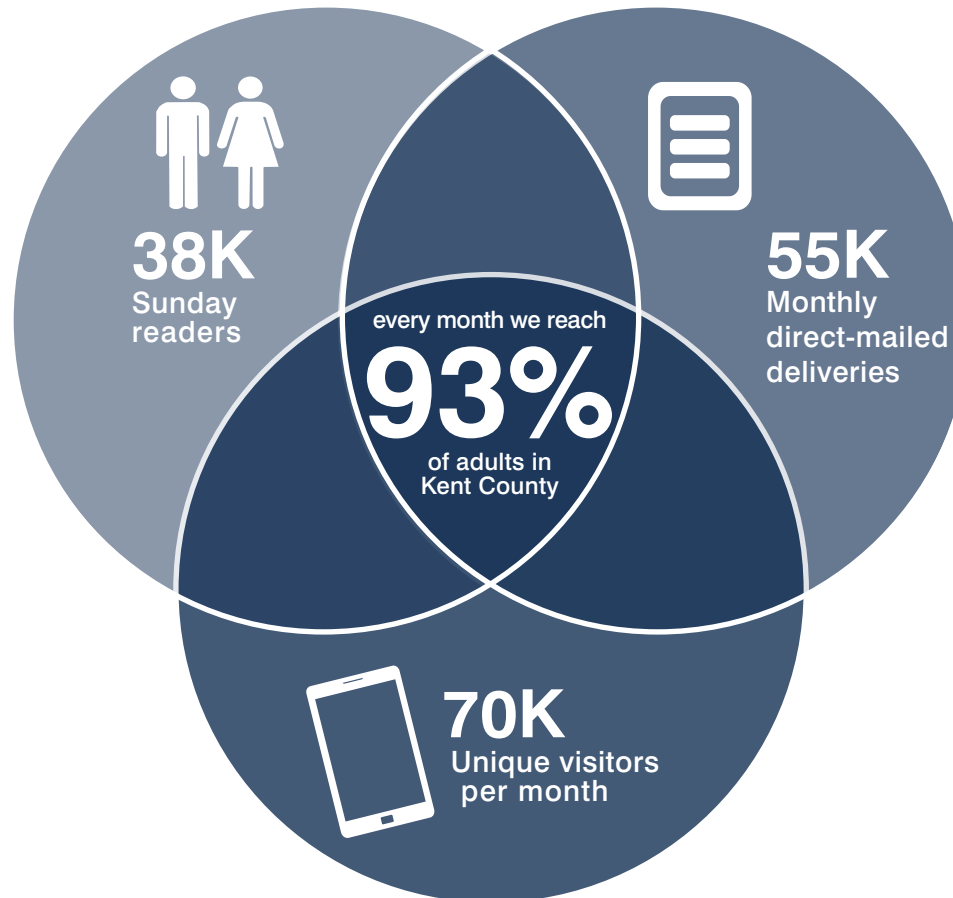



MARTY VALANIA  
Director of  
Digital Sales


# IMPACT – KENT COUNTY

— LOW COST, BROAD REACH, DEEP INFLUENCE

Target Kent County, Delaware with these products; Delaware State News, Greater Dover Extra, Milford Chronicle, Smyrna Extra, The Airlifter, and FromBaytobay.com

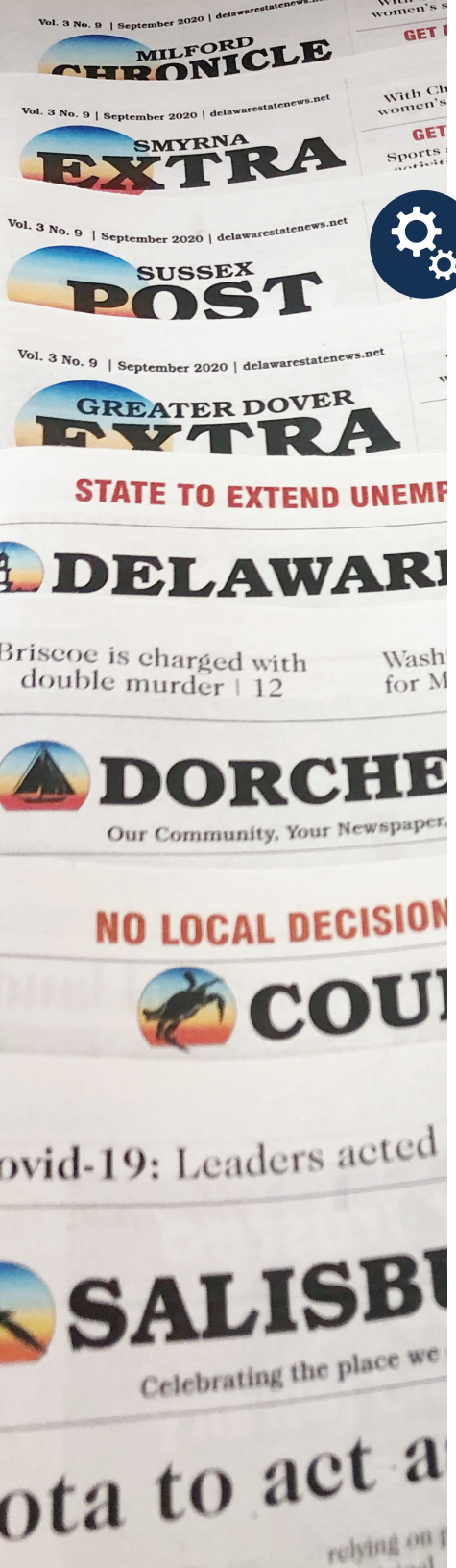


 **75%**  
of households  
in Kent County receive  
at least one of our  
publications every month

 **\$58,775**  
Median Income  
of households in our  
coverage area.

 **Over 300**  
Locations  
The Delaware State News  
can be picked up at more  
than 300 locations in  
Kent County.



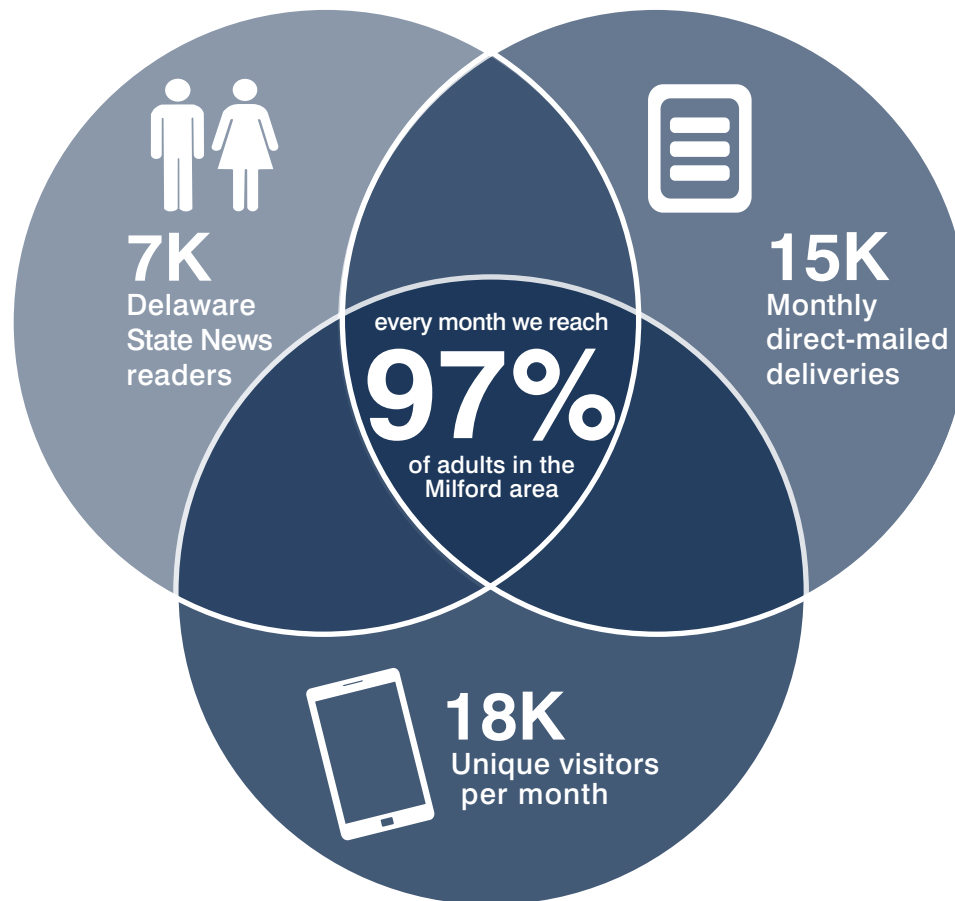


# IMPACT – MILFORD AREA



LOW COST, BROAD REACH, DEEP INFLUENCE  
LOCATED IN MILFORD DELAWARE

Targeting Milford, Harrington and Felton with the Delaware State News, Milford Chronicle, and FromBaytoBay.com



**90%**  
of households  
In the area receive at least one of our publications every month.

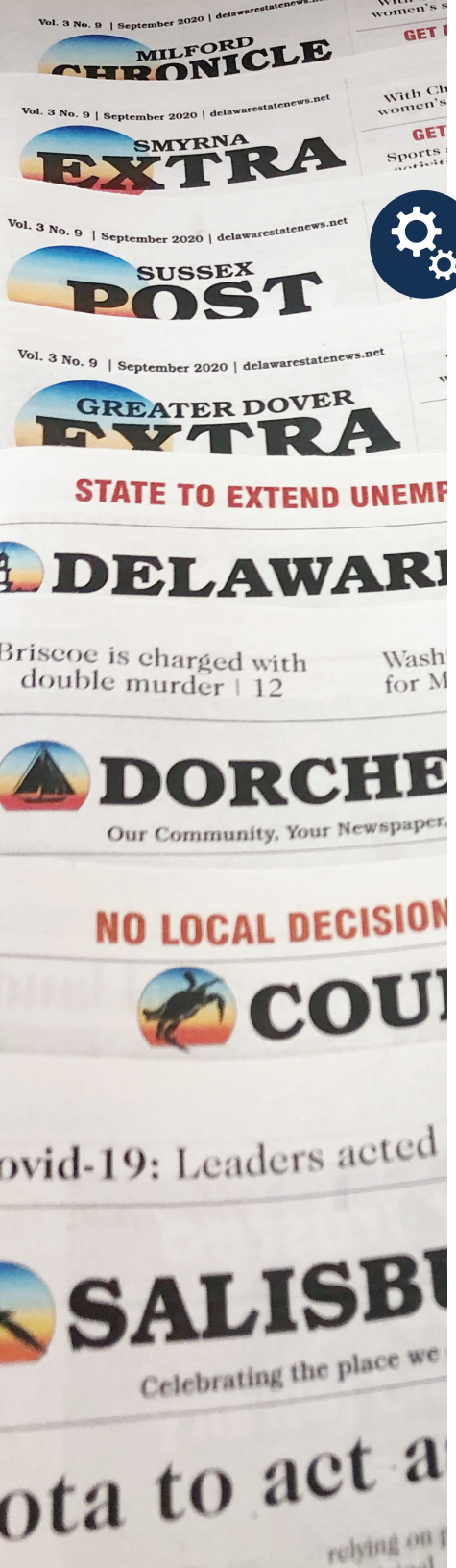


**\$52,576**  
Median Income  
of households in our coverage area.



**Over 50**  
Locations  
Delaware State News can be picked up at more than 50 locations.

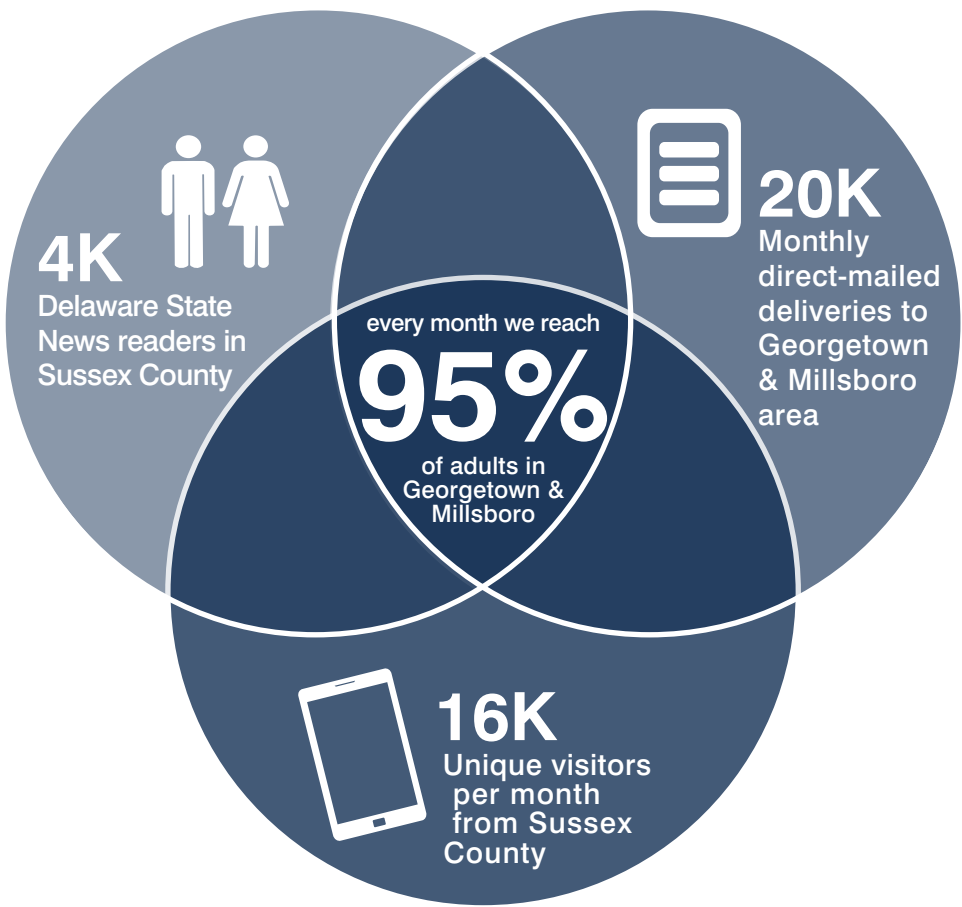





# IMPACT – SUSSEX COUNTY

## LOW COST, BROAD REACH, DEEP INFLUENCE LOCATED IN MILLSBORO AND GEORGETOWN

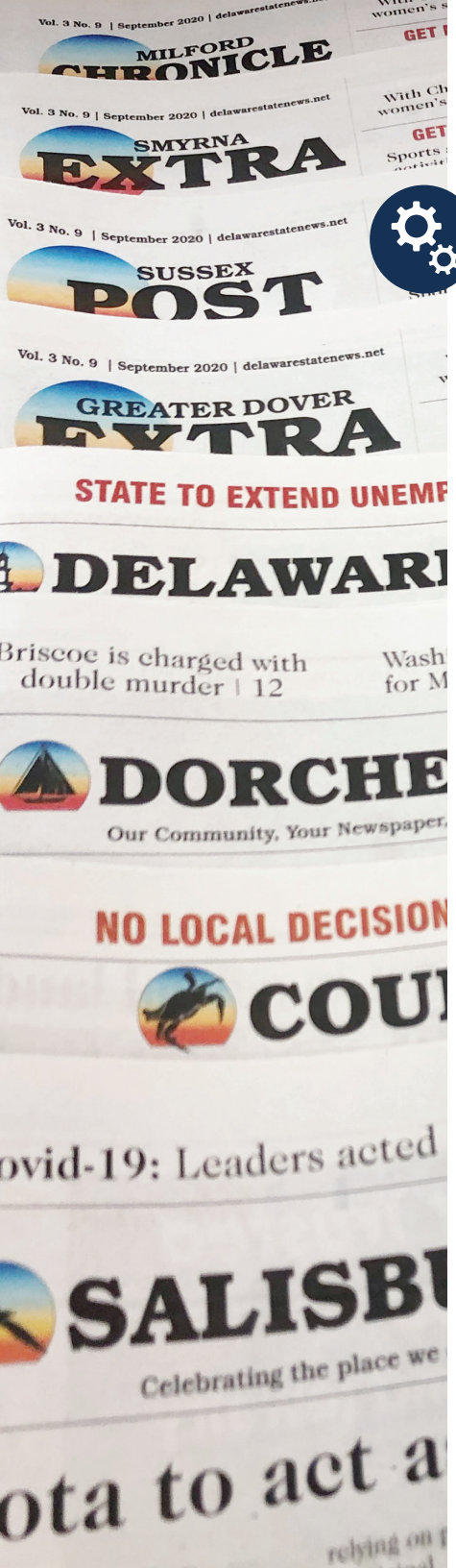
Targeting Sussex County, Delaware with the Sussex Post, Delaware State News, and FromBaytoBay.com



 **95%**  
of households in Millsboro and Georgetown receive the Sussex Post every month.

 **\$60,853**  
Median Income of households in our coverage area.

 **Over 50 Locations**  
Delaware State News can be picked up at more than 50 locations in Sussex County.

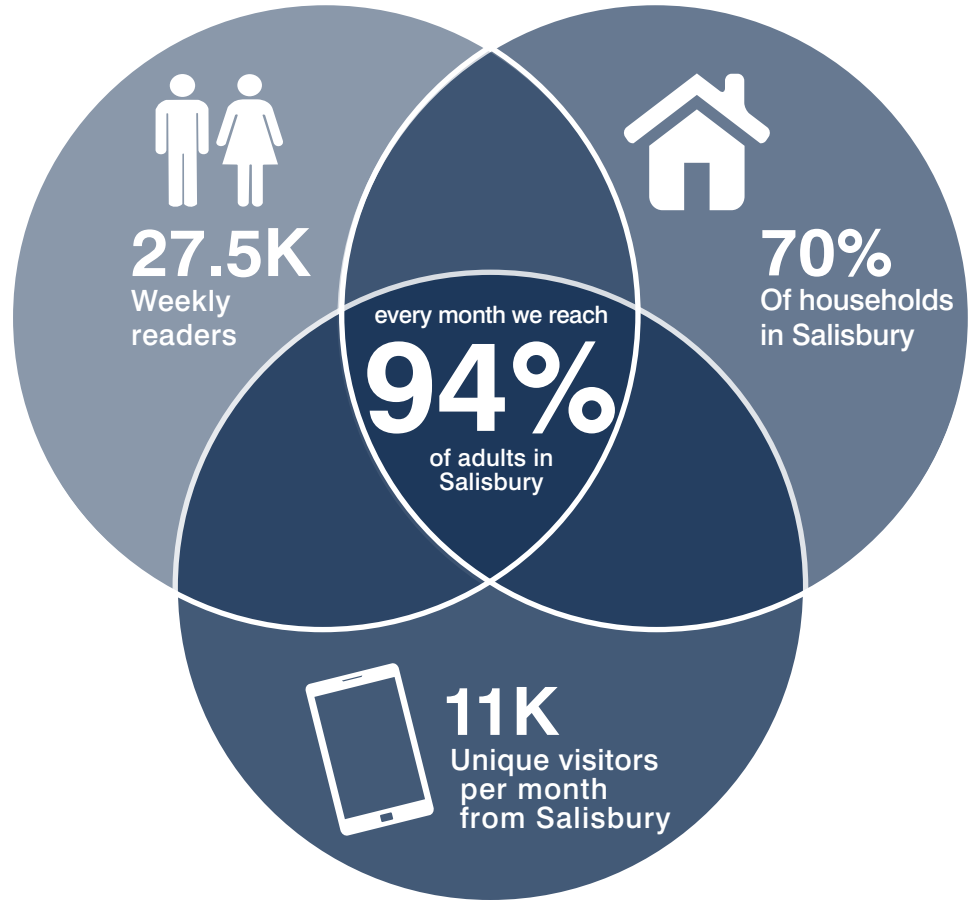


# IMPACT – WICOMICO COUNTY



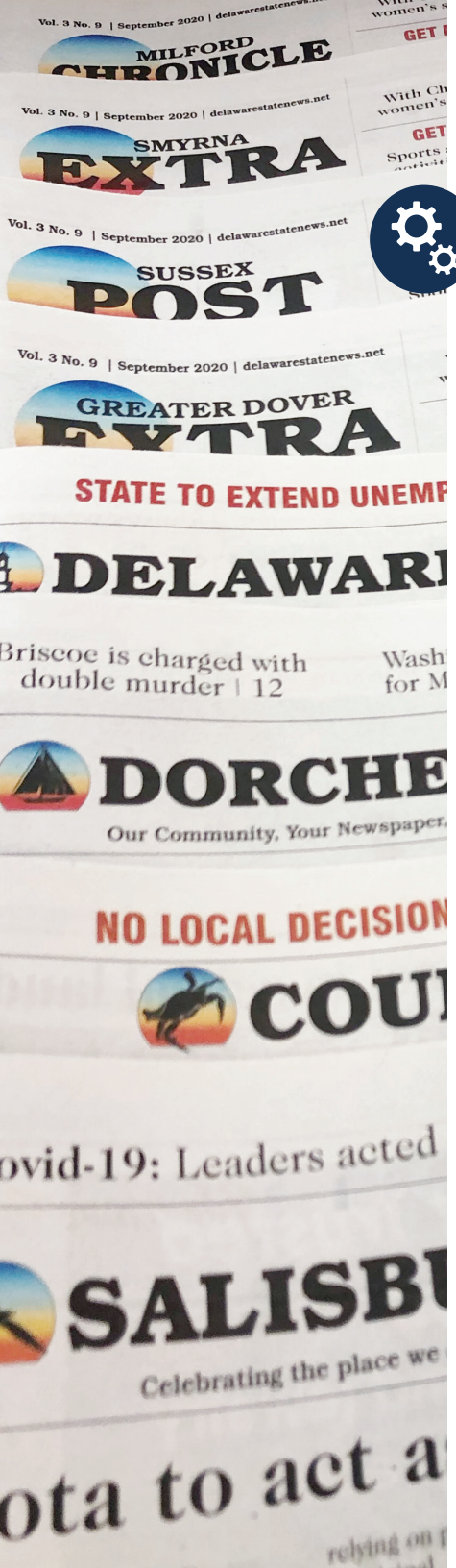
— LOW COST, BROAD REACH, DEEP INFLUENCE  
LOCATED IN SALISBURY, MD

Targeting Salisbury, Maryland with the Salisbury Independent  
and FromBayToBay.com



**\$** **\$58,775**  
**Median Income**  
of households in our coverage area.

**🚩** **Over 150**  
**Locations**  
Salisbury Independent can be picked up at more than 150 locations.

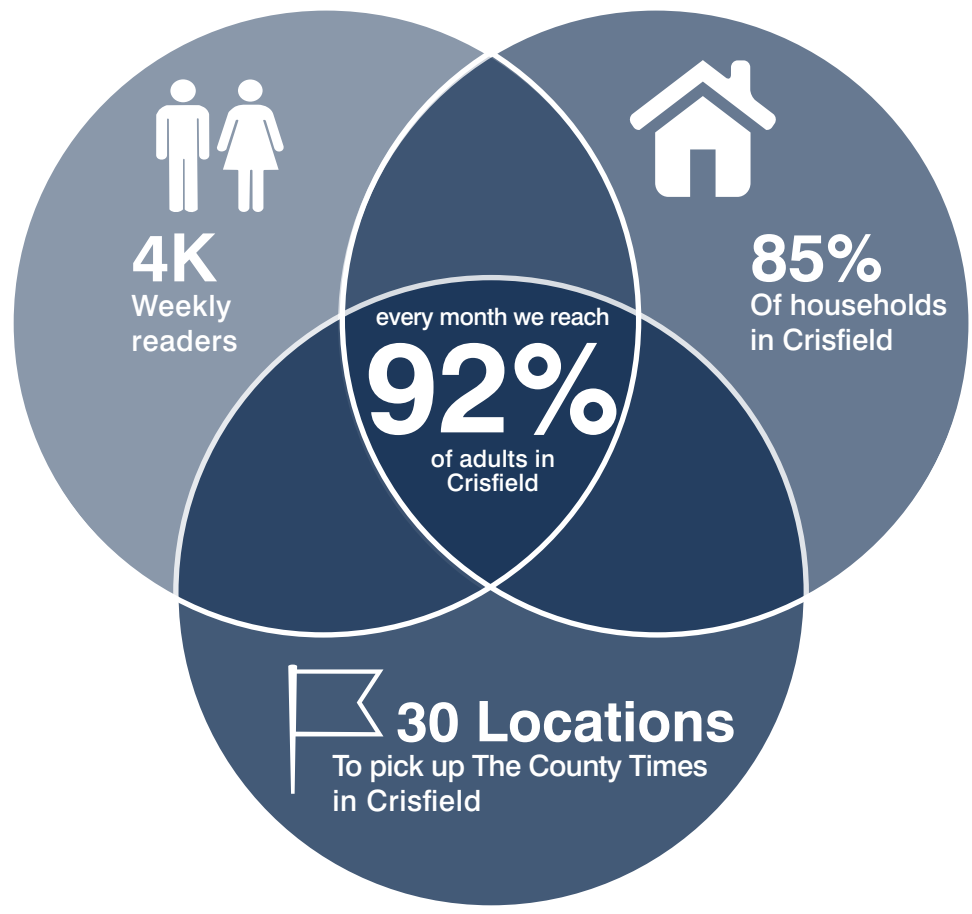


# IMPACT – SOMERSET COUNTY

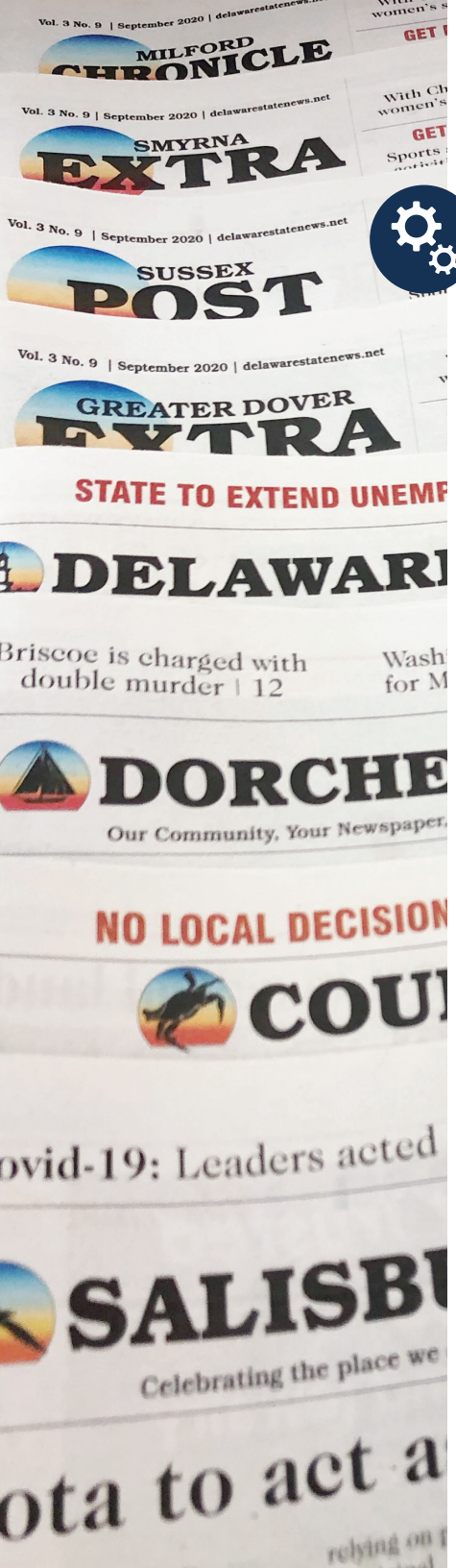


— LOW COST, BROAD REACH, DEEP INFLUENCE  
LOCATED IN CRISFIELD, MD

Targeting Crisfield, Maryland with the County Times and FromBaytoBay.com





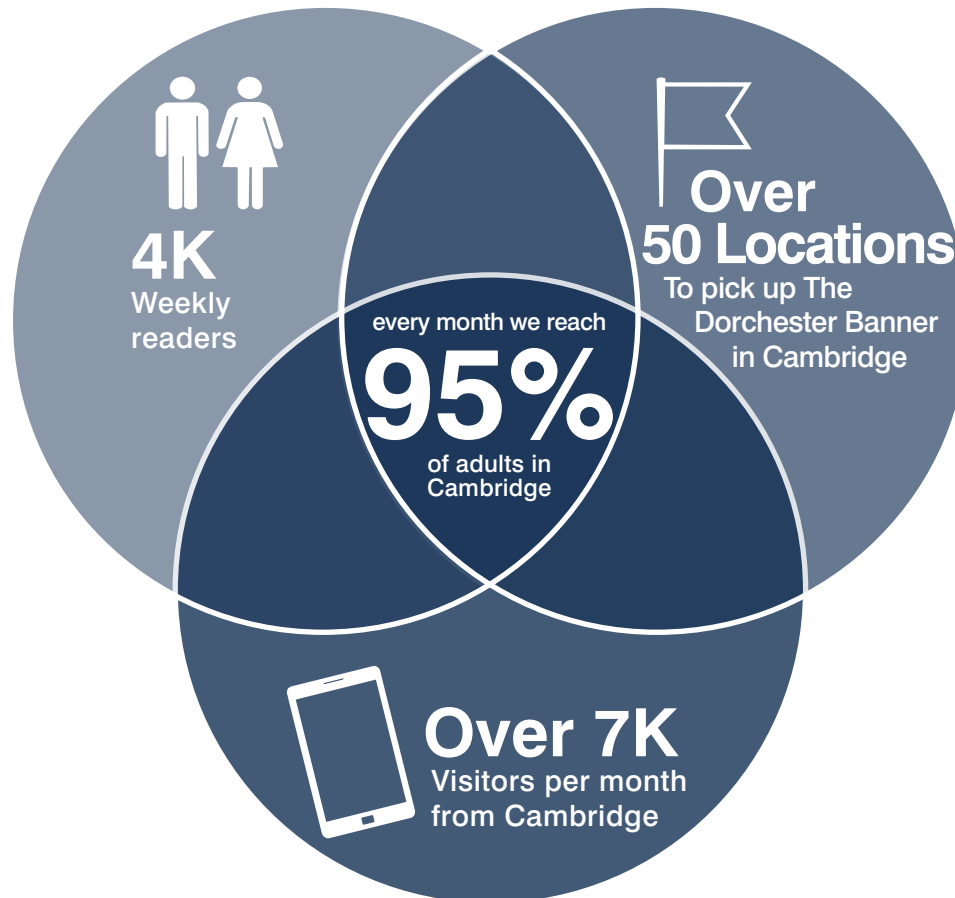


# IMPACT – DORCHESTER COUNTY



— LOW COST, BROAD REACH, DEEP INFLUENCE  
LOCATED IN CAMBRIDGE, MD

Targeting Cambridge, MD with the Dorchester Banner and FromBaytoBay.com



**1 in 3**  
households

Receive the Dorchester Banner at least once a month.

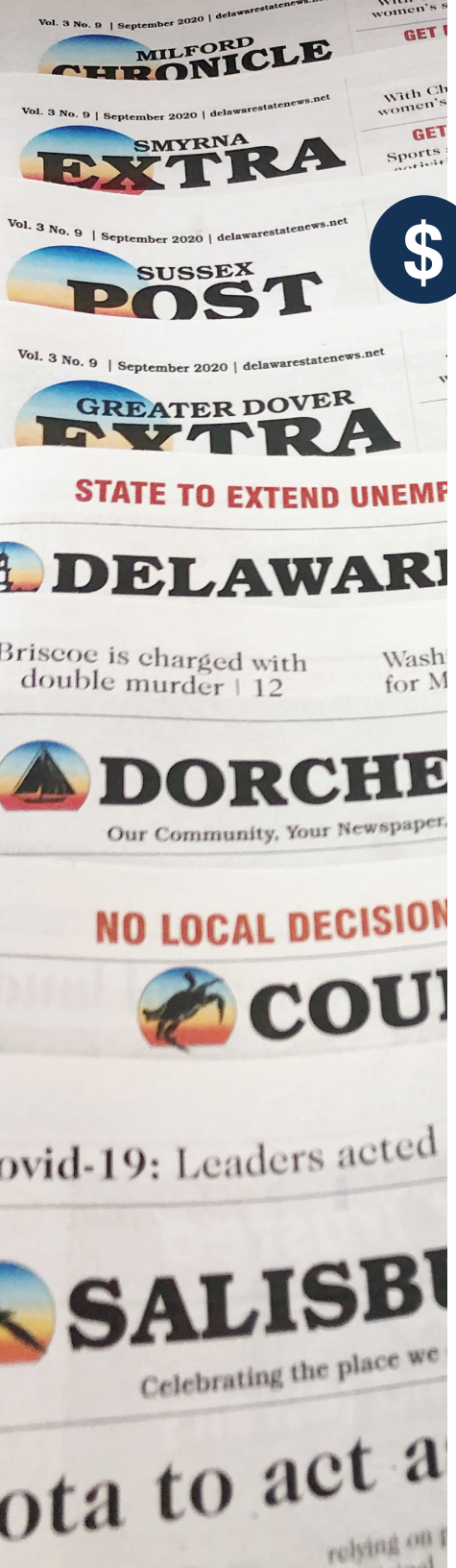


**\$39,007**  
Median Income  
of households in our coverage area.



**Over 50**  
Locations

Dorchester Banner can be picked up at more than 50 locations in Dorchester County.



# DAILY AND PREPRINT RATES



— INCREDIBLE EXPOSURE, UNMATCHED PRICES

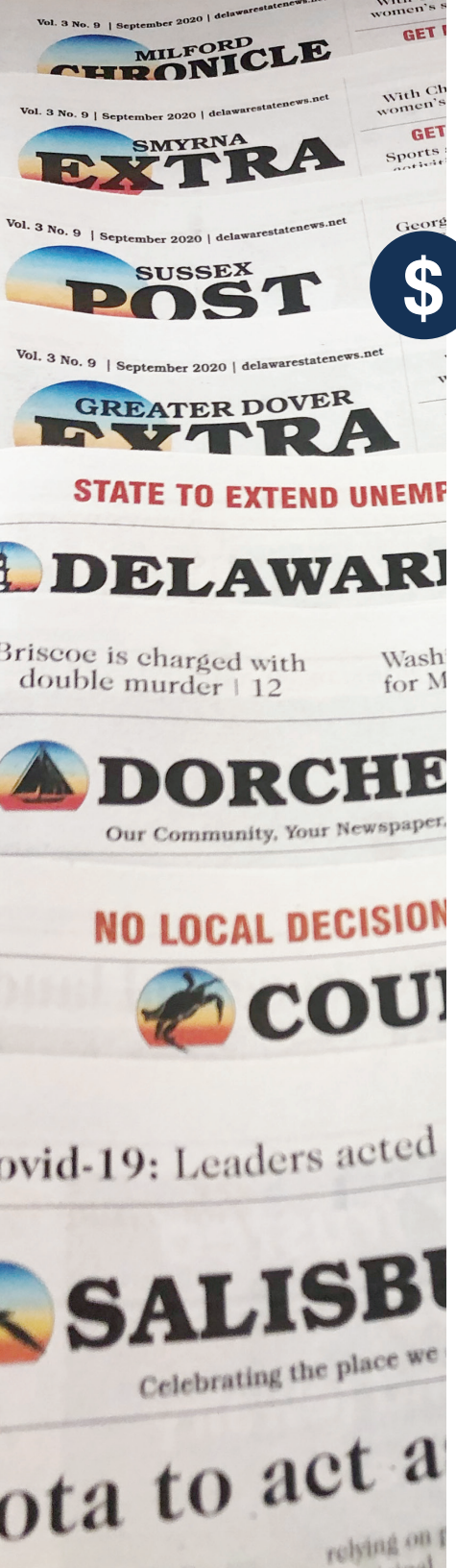
## DELAWARE STATE NEWS

	52 Weeks	26 Weeks	13 Weeks	6 Weeks	Open	National Commissionable	
<b>WEDNESDAYS</b>	<b>Full</b>	\$996	\$1,223	\$1,428	\$1,632	\$2,040	\$2,386
	<b>Three-Quarters</b>	\$856	\$1,028	\$1,200	\$1,371	\$1,713	\$2,005
	<b>Half</b>	\$638	\$766	\$894	\$1,022	\$1,276	\$1,493
	<b>Third</b>	\$470	\$564	\$657	\$750	\$938	\$1,098
	<b>Quarter</b>	\$376	\$452	\$525	\$601	\$751	\$878
	<b>Sixth</b>	\$265	\$319	\$372	\$424	\$532	\$620
	<b>Eighth</b>	\$209	\$250	\$291	\$333	\$416	\$487

	52 Weeks	26 Weeks	13 Weeks	6 Weeks	Open	National Commissionable	
<b>WEEKDAYS</b>	<b>Full</b>	\$850	\$1,020	\$1,190	\$1,359	\$1,699	\$1,988
	<b>Three-Quarters</b>	\$713	\$856	\$1,002	\$1,141	\$1,427	\$1,670
	<b>Half</b>	\$500	\$601	\$700	\$801	\$999	\$1,170
	<b>Third</b>	\$391	\$470	\$547	\$626	\$782	\$915
	<b>Quarter</b>	\$279	\$333	\$389	\$444	\$555	\$651
	<b>Sixth</b>	\$220	\$265	\$309	\$353	\$442	\$518
	<b>Eighth</b>	\$146	\$175	\$205	\$234	\$292	\$343

## PREPRINT RATES – FOR ALL NEWSPAPERS

8.5" x 11" SINGLE SHEET					12-16 PAGE TAB					28-32 PAGE TAB				
Open	5-25M	25-50M	50-75M	75M+	Open	5-25M	25-50M	50-75M	75M+	Open	5-25M	25-50M	50-75M	75M+
\$49	\$46.50	\$44	\$41.50	\$39	\$64	\$61.50	\$56.50	\$51.50	\$46.50	\$74	\$71.50	\$66.50	\$61.50	\$56.50
4-8 PAGE TAB					20-24 PAGE TAB					<i>Minimum charge \$75 per scheduled insertion.                      Preprint rates are non-commissionable.                      Rates are per 1,000 copies inserted.                      For all Thanksgiving week inserts add 5%.</i>				
Open	5-25M	25-50M	50-75M	75M+	Open	5-25M	25-50M	50-75M	75M+					
\$61.50	\$59	\$54	\$49	\$44	\$69	\$66.50	\$61.50	\$56.50	\$51.50					



# WEEKLY RATES



— HIGH INTEREST AUDIENCE, REMARKABLE READERSHIP  
SALISBURY INDEPENDENT

	52 Weeks	26 Weeks	13 Weeks	6 Weeks	Open	National Commissionable	
Weekly	Full	\$1,120	\$1,344	\$1,568	\$1,792	\$2,240	\$2,635
	Three-Quarters	\$941	\$1,129	\$1,317	\$1,505	\$1,982	\$2,214
	Half	\$700	\$840	\$980	\$1,120	\$1,400	\$1,647
	Third	\$515	\$618	\$721	\$824	\$1,030	\$1,212
	Quarter	\$336	\$403	\$470	\$538	\$672	\$791
	Sixth	\$291	\$349	\$408	\$466	\$582	\$685
	Eighth	\$230	\$276	\$321	\$387	\$459	\$540

## COUNTY TIMES/DORCHESTER BANNER

	52 Weeks	26 Weeks	13 Weeks	6 Weeks	Open	National Commissionable	
Weekly	Full	\$360	\$432	\$504	\$576	\$720	\$847
	Three-Quarters	\$306	\$367	\$428	\$490	\$612	\$720
	Half	\$234	\$281	\$328	\$374	\$468	\$551
	Third	\$162	\$194	\$227	\$259	\$324	\$381
	Quarter	\$126	\$151	\$176	\$202	\$252	\$296
	Sixth	\$90	\$108	\$126	\$144	\$180	\$212
	Eighth	\$72	\$86	\$101	\$115	\$144	\$169

## THE AIRLIFTER

	52 Weeks	26 Weeks	13 Weeks	6 Weeks	Open	National Commissionable	
Weekly	Full	\$582	\$700	\$816	\$932	\$1,164	\$1,364
	Three-Quarters	\$489	\$588	\$685	\$784	\$979	\$1,146
	Half	\$360	\$434	\$506	\$578	\$723	\$846
	Third	\$267	\$322	\$376	\$428	\$536	\$627
	Quarter	\$213	\$257	\$300	\$342	\$427	\$501
	Sixth	\$152	\$181	\$213	\$242	\$303	\$355
	Eighth	\$118	\$144	\$166	\$190	\$237	\$279



# REGIONAL COMMUNITY PAPERS



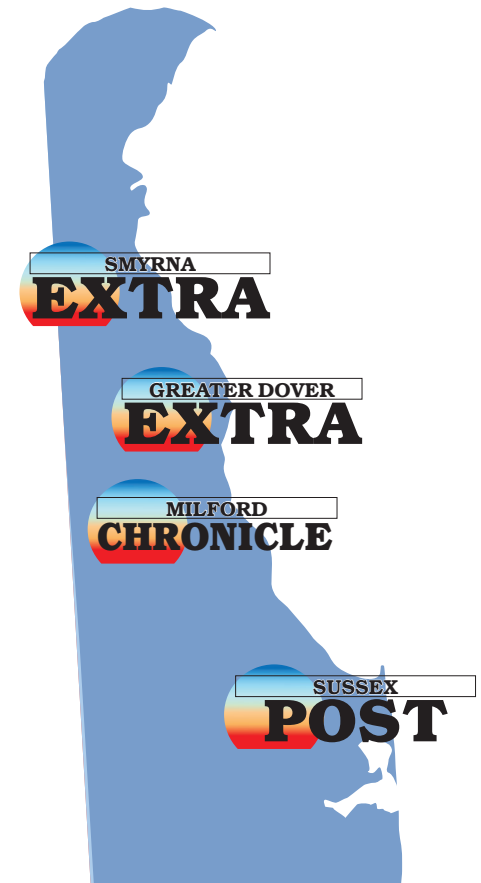
COMPLETE ZIP CODE TARGETING,  
UNIQUE NEWS, COMPLIMENTARY SUBSCRIPTIONS

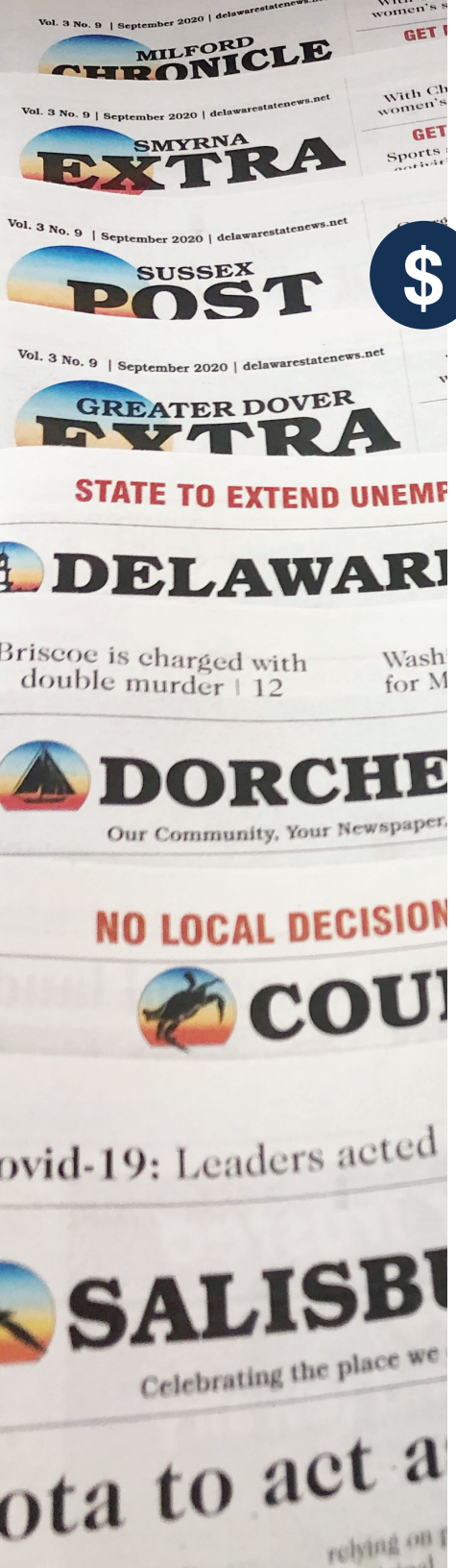
## GREATER DOVER EXTRA

		12 Months	6 Months	3 Months	Open
<i>Body Placement</i>	<b>Full</b>	\$599	\$799	\$899	\$999
	<b>Half</b>	\$399	\$499	\$599	\$699
	<b>Quarter</b>	\$199	\$299	\$350	\$399
<i>Exclusive Placement</i>	<b>Inside Front</b>	\$799	\$899	\$999	\$1,099
	<b>Inside Back</b>	\$799	\$899	\$999	\$1,099
	<b>Back Page</b>	\$899	\$999	\$1,099	\$1,199
	<b>Front Banner</b>	\$199	\$299	\$399	\$499

## SMYRNA EXTRA, MILFORD CHRONICLE, SUSSEX POST

		12 Months	6 Months	3 Months	Open
<i>Body Placement</i>	<b>Full</b>	\$399	\$499	\$599	\$699
	<b>Half</b>	\$299	\$399	\$499	\$599
	<b>Quarter</b>	\$199	\$299	\$350	\$399
<i>Exclusive Placement</i>	<b>Inside Front</b>	\$499	\$599	\$699	\$799
	<b>Inside Back</b>	\$499	\$599	\$699	\$799
	<b>Back Page</b>	\$599	\$799	\$899	\$999
	<b>Front Banner</b>	\$199	\$299	\$399	\$499





# PREFERRED PACKAGES



— THE BIGGEST VOICE, THE SMALLEST PRICES.

## PACKAGE RATES

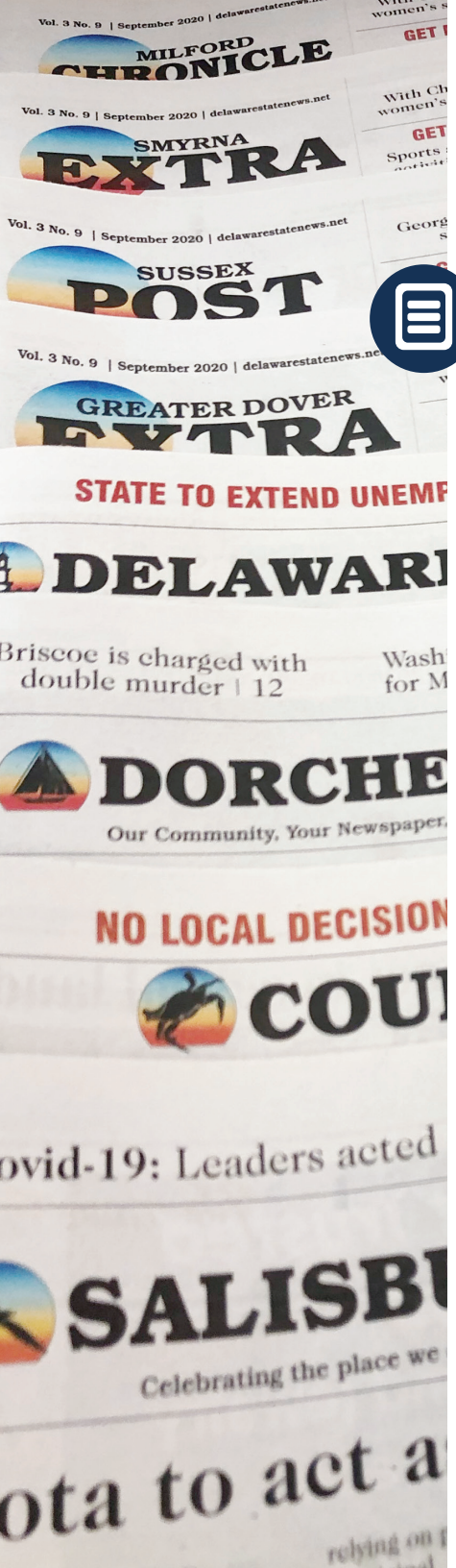
	Size	1 Month	2 Months	3 Months	Digital
<b>Delaware State News</b> <i>Weekly DSN ad and 1 monthly regional community newspaper ad.*</i>	4 Full Pages	\$1,695	\$1,595	\$1,495	4 Pencil Pushdowns
	4 Half Pages	\$995	\$895	\$795	4 Pencil Pushdowns
	4 Quarter Pages	\$595	\$495	\$395	25K Impressions
<b>Maryland Weeklies</b> <i>Buy Salisbury Independent weekly and receive 2 ads per month in either County Times or Dorchester Banner.**</i>	4 Full Pages	\$1,195	\$1,095	\$995	2 Pencil Pushdowns
	4 Half Pages	\$795	\$695	\$595	2 Pencil Pushdowns
	4 Quarter Pages	\$495	\$395	\$295	10K Impressions

## PICKUP RATES

	Full Page	Half Page	Quarter Page	Pencil Pushdown
Greater Dover Extra	\$495	\$295	\$175	
Sussex Post, Smyrna Extra or Milford Chronicle (each)	\$295	\$195	\$95	
Delaware State News	\$225	\$160	\$90	50
Salisbury Independent or Airlifter (each)	\$200	\$140	\$80	50
Dorchester Banner	\$150	\$95	\$75	
County Times	\$150	\$95	\$75	



\*When a customer purchases a two or a three month package in The Delaware State News, they may choose to run in the Greater Dover Extra once in their advertising calendar.  
 \*\*When a customer purchases the Maryland Weeklies package, they may run 4 times in the Salisbury Independent and twice in either the County Times or Dorchester Banner per month for a total of 6 ads.



# DEADLINES



## QUALITY... ON TIME!

### DELAWARE STATE NEWS

Deadlines at noon two days before publication date.

### WEEKLIES

Salisbury Independent	Deadlines Fridays at 4PM
Airlifter	Deadlines Mondays at 4PM
Dorchester Banner	Deadlines Fridays at 4PM
County Times	Deadlines Fridays at Noon

### REGIONAL COMMUNITY PAPERS

#### Greater Dover Extra/Chronicle/Sussex Post

Publication Month	Deadline
January 2020	Friday, 12/20/19, 4PM
February 2020	Friday, 1/17/20, 4PM
March 2020	Friday, 2/14/20, 4PM
April 2020	Friday, 3/20/20, 4PM
May 2020	Friday, 4/17/20, 4PM
June 2020	Friday, 5/15/20, 4PM
July 2020	Friday, 6/19/20, 4PM
August 2020	Friday, 7/17/20, 4PM
September 2020	Friday, 8/21/20, 4PM
October 2020	Friday, 9/18/20, 4PM
November 2020	Friday, 10/16/20, 4PM
December 2020	Thrsday, 11/19/20, 4PM

#### Smyrna Extra

Publication Month	Deadline
January 2020	Friday, 12/20/19, 4PM
February 2020	Friday, 1/17/20, 4PM
March 2020	Friday, 2/14/20, 4PM
April 2020	Friday, 3/20/20, 4PM
May 2020	Friday, 4/17/20, 4PM
June 2020	Friday, 5/15/20, 4PM
July 2020	Friday, 6/19/29, 4PM
August 2020	Friday, 7/17/20, 4PM
September 2020	Friday, 8/21/20, 4PM
October 2020	Friday, 9/18/20, 4PM
November 2020	Friday, 10/16/20, 4PM
December 2020	Friday, 11/20/20, 4PM



# PREFERRED AD-SUBMISSION SIZES

## 15" Tabloid

Delaware State News,  
Sussex Post, Milford Chronicle,  
The Airlifter, CDCC Chamber Connections,  
Dorchester Banner, Cambridge Extra,  
County Times, Salisbury Independent

### Retail & Classified Display Inches

	Inches width x height
1/8 page vert.	2.3 x 6.9
1/8 page horiz.	4.8 x 3.4
1/6 page vert.	4.8 x 4.5
1/6 page horiz.	7.3 x 3.1
1/4 page vert.	4.8 x 6.9
1/4 page horiz.	9.75 x 3.4
1/4 page tall	2.3 x 13.9
1/3 page vert.	4.8 x 9.25
1/3 page horiz.	7.3 x 6.2
1/3 page full width	9.75 x 4.5
1/2 page vert.	4.8 x 13.9
1/2 page horiz.	9.75 x 6.9
3/4 page vert.	7.3 x 13.9
3/4 page horiz.	9.75 x 10.4
Full page	9.75 x 13.9
Double truck	19.75 x 13.9

### Classified Line Ads

	Inches
1 column	1.109
2 columns	2.343
3 columns	3.577
4 columns	4.811
5 columns	6.045
6 columns	7.279
7 columns	8.513
8 columns	9.75
Double Truck	19.75

## 14" Tabloid

CCGM Clips, GGCC On Track

	Inches width x height
1/8 page vert.	2.3 x 5.6
1/8 page horiz.	4.8 x 2.7
1/6 page vert.	2.3 x 7.6
1/6 page horiz.	4.8 x 3.7
1/4 page vert.	4.8 x 5.6
1/4 page horiz.	9.75 x 2.7
1/4 page tall	2.3 x 11.3
1/3 page vert.	4.8 x 7.6
1/3 page horiz.	9.75 x 3.7
1/2 page vert.	4.8 x 11.3
1/2 page horiz.	9.75 x 5.6
3/4 page vert.	7.3 x 11.3
3/4 page horiz.	9.75 x 8.5
Full page	9.75 x 11.3

## 12" Tabloid

	Inches width x height
1/16 page	2.3 x 2.6
1/8 page vertical	2.3 x 5.4
1/8 page horizontal	4.8 x 2.6
1/6 page vertical	4.8 x 3.5
1/6 page horizontal	7.3 x 2.4
1/4 page vertical	4.8 x 5.4
1/4 page horizontal	9.75 x 2.6
1/3 page vertical	4.8 x 7.25
1/3 page horizontal	7.3 x 4.8
1/3 page full width	9.75 x 3.5
1/2 page vertical	4.8 x 10.9
1/2 page horizontal	9.75 x 5.4
3/4 page vertical	7.3 x 10.9
3/4 page horizontal	9.75 x 8.1
Full page	9.75 x 10.9
Double truck	19.75 x 10.9

## 10" Tabloid

	Inches width x height
1/8 page horizontal	4.8 x 2.1
1/8 page vertical	2.3 x 4.3
1/4 page	4.8 x 4.3
1/2 page horizontal	9.75 x 4.3
1/2 page vertical	4.8 x 8.8
Full page	9.75 x 8.8
Back page	9.75 x 9.25

## Booklet

	Inches width x height
1/16 page	1.6 x 2.1
1/8 page horizontal	3.4 x 2.1
1/8 page vertical	1.6 x 4.3
1/4 page	3.4 x 4.3
1/2 page horizontal	7 x 4.3
1/2 page vertical	3.4 x 8.75
Full page	7 x 8.75
Back page	7 x 9

## Electronic Requirements

### Platform: PC

Supported Applications: Acrobat PDF

Supported File Formats: TIFF, JPG, PDF

Line Screen: 100, Half tone: 200 DPI

Line Art: 300DPI

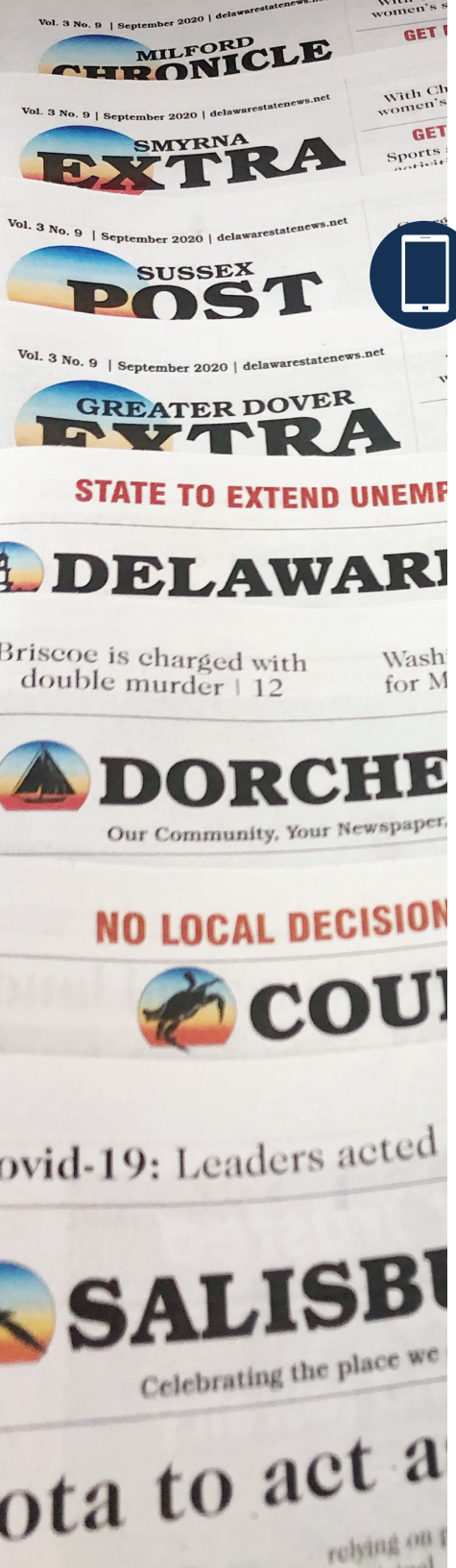
PDF "Camera Ready": 400 DPI min.

Production email: dsnads@newszap.com

AdSend info: dedov

Contact: 302-741-8200

adsupport@newszap.com



# GALAXY 110 - RATES & PRODUCTS



## A PRINT LEGACY, AN ONLINE INNOVATOR

Custom built, multi-platform campaigns, built specifically for your business. Call your marketing consultant for a custom quote today!



### Local Display Ads

Award-winning online ads, placed on our frequently updated websites. Starting at \$10 CPM or \$150 a day for high-impact takeover positions.

FromBaytoBay.com



### Targeted Email Campaigns

Geographically and demographically targeted with high open rates and strong R.O.I.

Starting at \$799 for 35K impressions with a guaranteed open rate of 10%+



### Programmatic Display

Targeted display ads to help bring your message to the most effective customers.

Prices starting at \$15 cpm



### Connected TV Streaming

Reach viewers on platforms like Hulu and Netflix. Ads can be targeted geographically and demographically on our home page.

Price starts at \$50 CPM.



### Sponsored Content

Display a promotional article on our home page.

\$599 per article.



### Google My Business Listing

On-site help to manage your search engine presence.

Prices starting at \$99 per month.



# OBITUARIES



## A NEW LOOK, A LASTING FAREWELL

To give readers more respectful and lasting print memorials, we offer an outstanding obituary package with expanded space for photos and more personal options. Our goal is to provide our readers with a keepsake worthy of their loved ones, a tangible printed piece that captures a lasting memory and pays proper tribute to those who have passed away.

The first **4 lines** and a header costs a minimum of **\$25**. Each line after that is **\$3.75**. Non-billable customers will be charged a **\$35** minimum and **\$5** a line. Obituaries may be rerun on a subsequent day at a 50 percent discount off the original cost while additional insertions earn a 75 percent discount off the original charge. The fee for including a **photograph** in an obituary will be **\$20** for the first photo and **\$10** for any **additional photos**.

All obits can be placed and rated on our website. Using this self-serve option earns an additional discount of **\$.25 per line**.

If desired, we provide at no charge an American flag icon on veterans' obituaries as a way to salute those men and women who have given so much in the service of our country. We also offer a variety of **additional icons** that can be included with the obituary. The cost is **\$5** per additional icon.

After running in the newspaper, all of our obituaries can be rebuilt as a custom tribute ads to run monthly in any of our regional community newspapers. Cost for these tribute ads (quarter page size) is **\$199** for the first newspaper and **\$99** per newspaper after that. Other options and sizes are also available upon request.

Call Karla Akmentins  
302-741-8297 | 110 Galaxy Drive, Dover, DE | [obits@newszap.com](mailto:obits@newszap.com)

\$20

\$5

\$10

\$25

\$3.75  
AFTER



**Susannah Dean, 85**

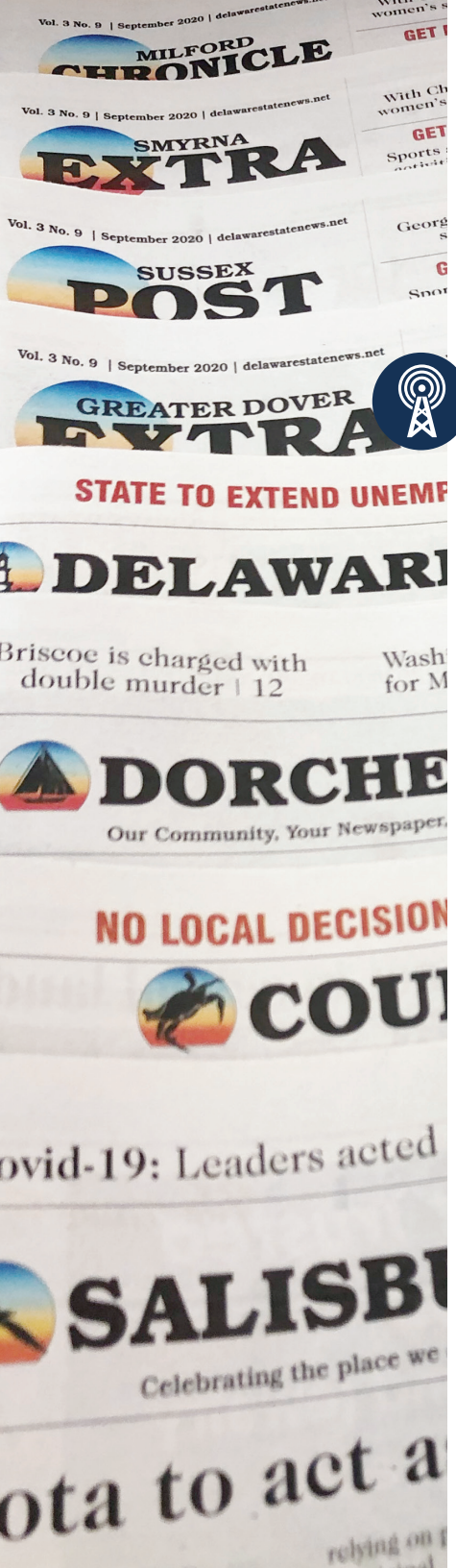


*Mother, sister, a friend to all and the best checkers player this side of the Chesapeake comes to rest. We will miss her.*

SMYRNA - Susannah Odetta Dean was born to Rinoah and Winston Carver in Easton on March 8, 1925. Sue, as she was known, attended St. Roland Elementary School, along with her younger sister, Mauve Carver. Sue graduated from Easton High in 1943. She later met an Army man, Edward Dean from Lake County, while working at the Army Offices abroad. The two were married in 1947 and settled down in Smyrna where they raised their three children, Jake, Blaine and Patricia.

Sue and Eddie were very active in St. Roland Parish, belonging to various groups and committees. Sue was a member of the Mothers' Guild and the Travel Club. They enjoyed the company of a wide circle of friends in the community. For several years, Sue worked at St. Roland Elementary School as a teacher's aide and served on the Alameda Hospital Auxiliary. In the early 1980's, Dave,





# DELMARVA JOBS



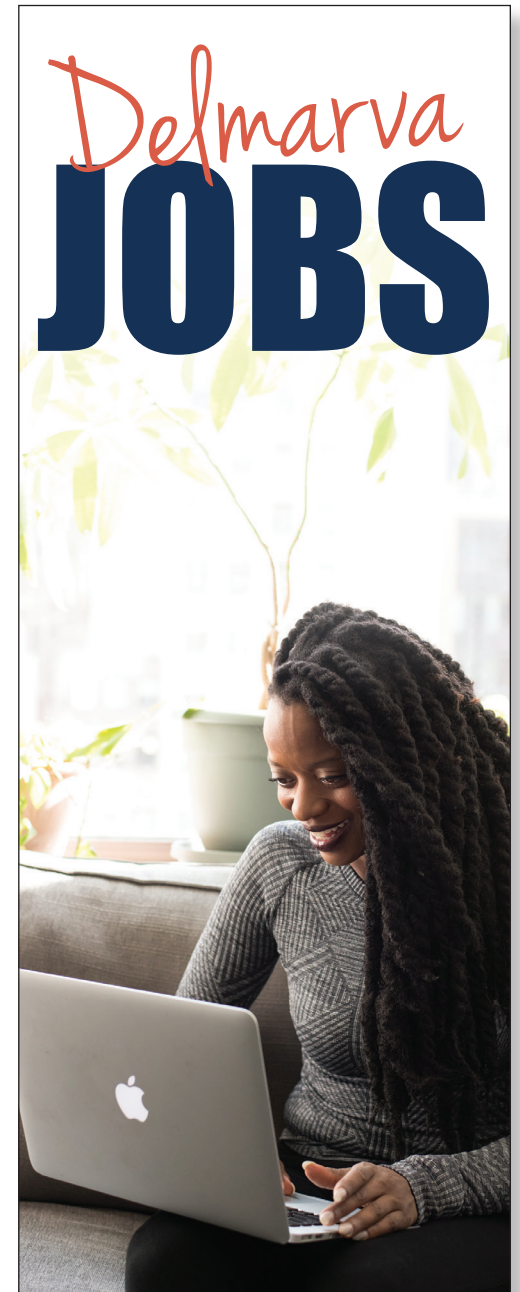
WE'VE MADE  
A GREAT WAY TO FIND  
THE EMPLOYEES YOU  
NEED TO HIRE!

Get your message out in a full color display ad, on Sundays and Wednesdays in the paper and every day online.

Longer run and multi-paper discounts available.

## HELP WANTED RATES

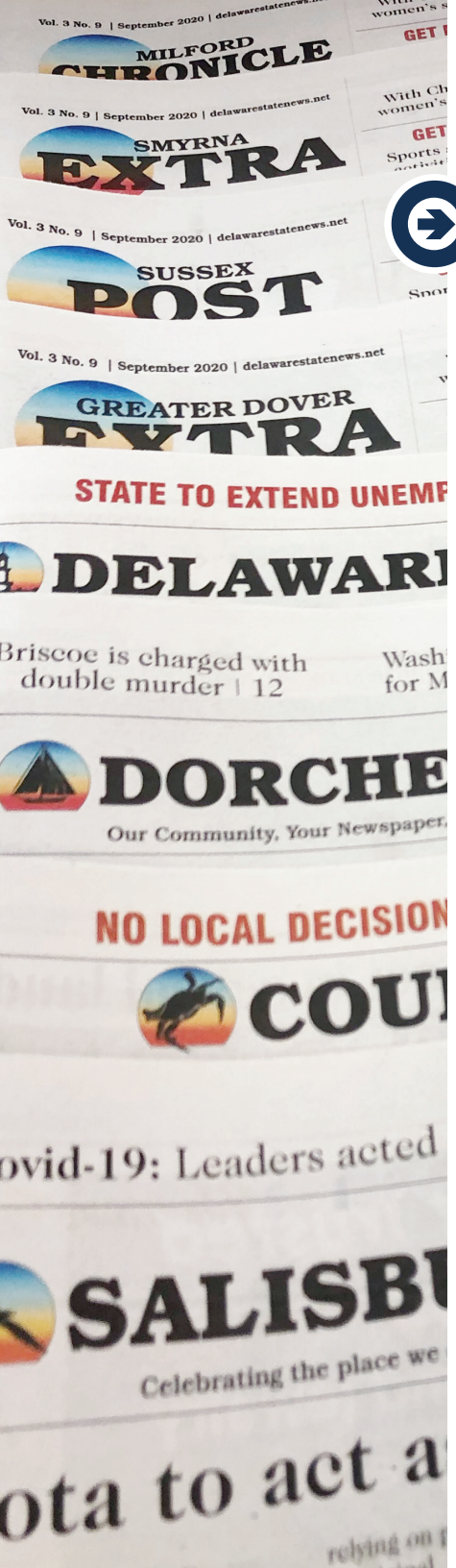
	2 Ads	4 Ads	6 Ads	8 Ads	
<i>Custom full color</i>	<b>Full</b>	\$1,095	\$1,595	\$1,895	\$2,195
	<b>Half</b>	\$695	\$895	\$1,095	\$1,395
	<b>Quarter</b>	\$395	\$595	\$795	\$895
	<b>Eighth</b>	\$295	\$395	\$495	\$595
<i>Other sizes</i>	<b>19.95 pci</b>				



# SPECIALTY PUBLICATIONS & EVENTS



**The more you buy the more you save!** Ask your marketing consultant about our multi buy discounts.

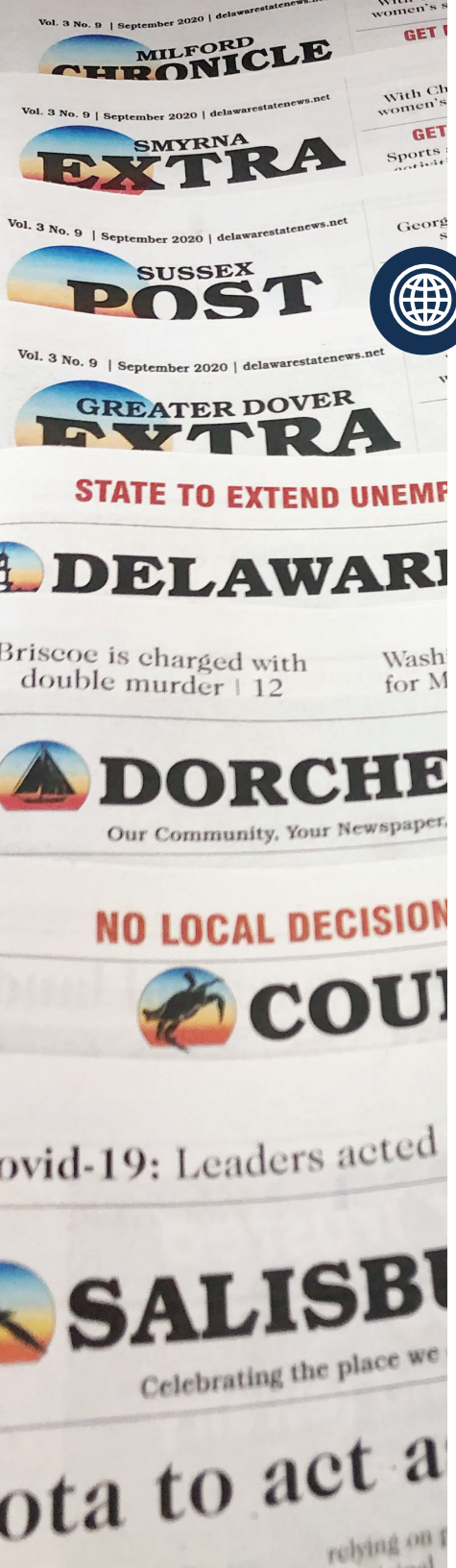


- 1.1 **New Year's Day**
- 1.26 **Citywide Black History**
- 1.29 **The Journey Continues**
- 1.30 Sussex County Profile
- 2.14 **Valentine's Day**
- 2.17 **Presidents Day**
- 2.20 Here Comes the Bride - Salisbury
- 2.23 Live Love Laugh Wedding Guide - DSN
- 2.26 75th National Outdoor Show
- 3.8 Summer Camp Guide 
- 3.17 **St. Patrick's Day**
- 3.25 **Hometown Heroes**
- 3.26 To Your Health
- 4.3 Living Expo
- 4.12 **Easter** 
- 4.16 Summer Camp Guide
- 4.22 Let's Play Ball Little League
- 4.25 What Woman Want
- 4.25 Outside the Oval
- 4.25 Bug & Bud Festival
- 4.26 **Dover Days Festival (Event 5.2)**
- 5.5 **Cinco de Mayo**
- 5.10 **Mother's Day**
- 5.20 Hats Off 
- 5.25 **Memorial Day**
- 5.28 **Stars of Delaware**
- 6.10 **Stars & Stripes**
- 6.11 **Stars of Salisbury**
- 6.13 **Thrive Dorchester**
- 6.21 **Father's Day**
- 7.4 **Independence Day** 
- 7.11 Taste of Cambridge
- 7.23 Delaware State Fair
- 7.26 Wyoming Peach Festival Program
- 8.14 Outside the Oval
- 8.15 **Dover Comic Con 2020**
- 8.24 Senior Spree
- 8.26 Batten Down
- 8.29 Harrington Heritage Day
- 9.2 Crab Derby
- 9.3 Stars of Delaware
- 9.7 **Labor Day** 
- 9.11 **Patriot Day**
- 9.20 Salute to First Responders
- 9.23 Somerset County Community Guide
- 9.24 Salisbury Rising
- 9.25 Game On
- 10.4 Think Pink
- 10.12 **Columbus Day** 
- 10.18 19th Amendment-DE
- 10.21 19th Amendment-MD
- 10.28 Stars of the Eastern Shore
- 10.31 **Halloween**
- 11.8 Tribute to Our Heroes - DE
- 11.11 Tribute to Our Heroes - MD
- 11.11 **Excellence in Education**
- 11.13 12 Days of Christmas - DE
- 11.18 12 Days of Christmas - DE
- 11.18 Thrive - Senior Resource
- 11.20 Holiday Viewer's Guide
- 11.26 **Thanksgiving**
- 11.26 Get Wrapped Up
- 11.26 Holiday Gift Guide - Smyrna
- 11.26 Holiday Gift Guide - Dover
- 11.27 Game On
- 11.29 Bay to the Beach
- 11.30 **Giving Tuesday**
- 12.3 Holiday Events & Celebration
- 12.8 Water Moves Us 2020
- 12.9 Letters to Santa
- 12.16 Holiday Cheer - MD
- 12.20 Holiday Cheer - DE
- 12.25 **Christmas Day** 

**\*Holidays in bold may have earlier deadlines.**  
**Dates for events are subject to change.**

110 Galaxy Drive, Dover, DE | [adsupport@newszap.com](mailto:adsupport@newszap.com)





# GALAXY 110



## CUTTING-EDGE DIGITAL MARKETING SOLUTIONS



The Delaware State News is excited to launch Galaxy 110, our new digital agency arm. We are certified resellers for several digital products of some of the top digital providers in the country. Because of this, we can offer you incredible prices on cutting-edge digital products and services that are in line with other companies many times our size.

In addition, we are Google and Facebook premier partners and can do things like geo target, demo target and even geo farm. Let's schedule some time to talk more about this!

## A powerful digital partner, packaged with award-winning physical advertising.



### The Power of our Email

In general our email campaigns will have over a 12% open rate and over a 2% click through rate. These compare very favorably with traditional online display campaigns where a great click through rate is .1%. Our email campaigns provide 20 times larger click through rates.

#### Examples of Success

A loan institution was looking to increase applications for loans. We sent 25,000 emails out every week for 12 weeks. We sent over 700 people to their application page every single week. Each week of the campaign, between 15 and 20% of the recipients opened the email.

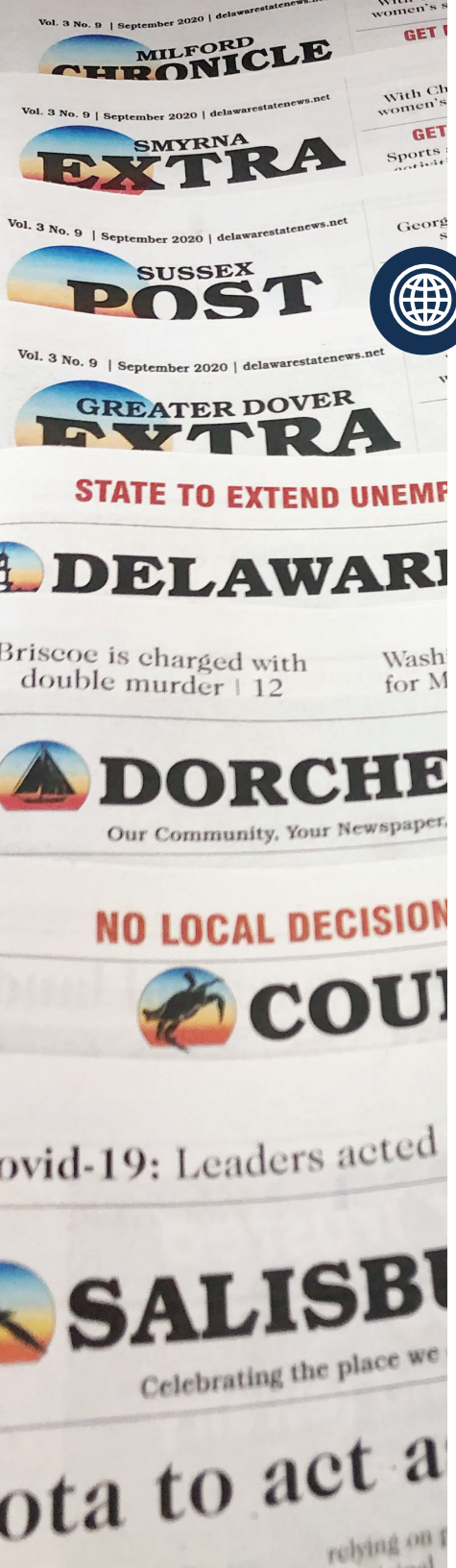
We also are doing a geo-farming campaign for a regional hospital targeting other medical care facilities in the region, with the intent to make more people aware of the services they offered. Results have been two and three times higher than a normal online display campaign.

Partnering with Dover International Speedway on a multi-platform campaign to send out emails to NASCAR fans in various parts of the Mid-Atlantic region, using geo-farming to reach fans who attend other races in the region.

A county tourism office wanted to direct people to a new exhibit. We sent out two emails and had over 1,800 people respond by clicking for more information.

A client was holding a seminar. We sent out 35,000 targeted emails and nearly 17% opened the email and over 900 people went to their website to register.





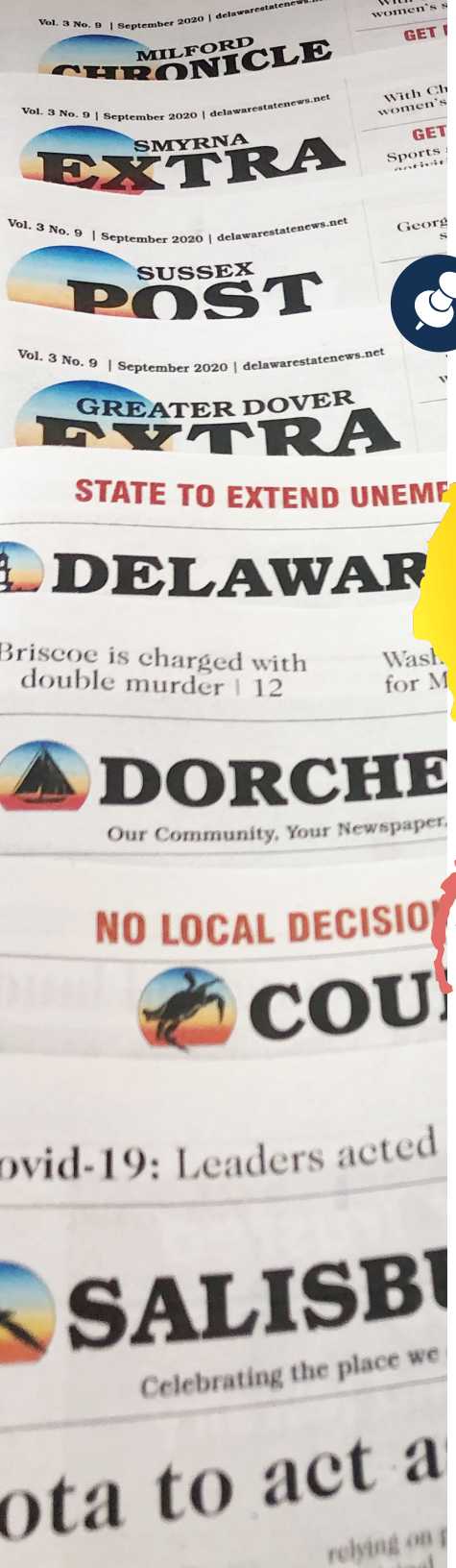
# GALAXY 110



## A NETWORK OF SUCCESS

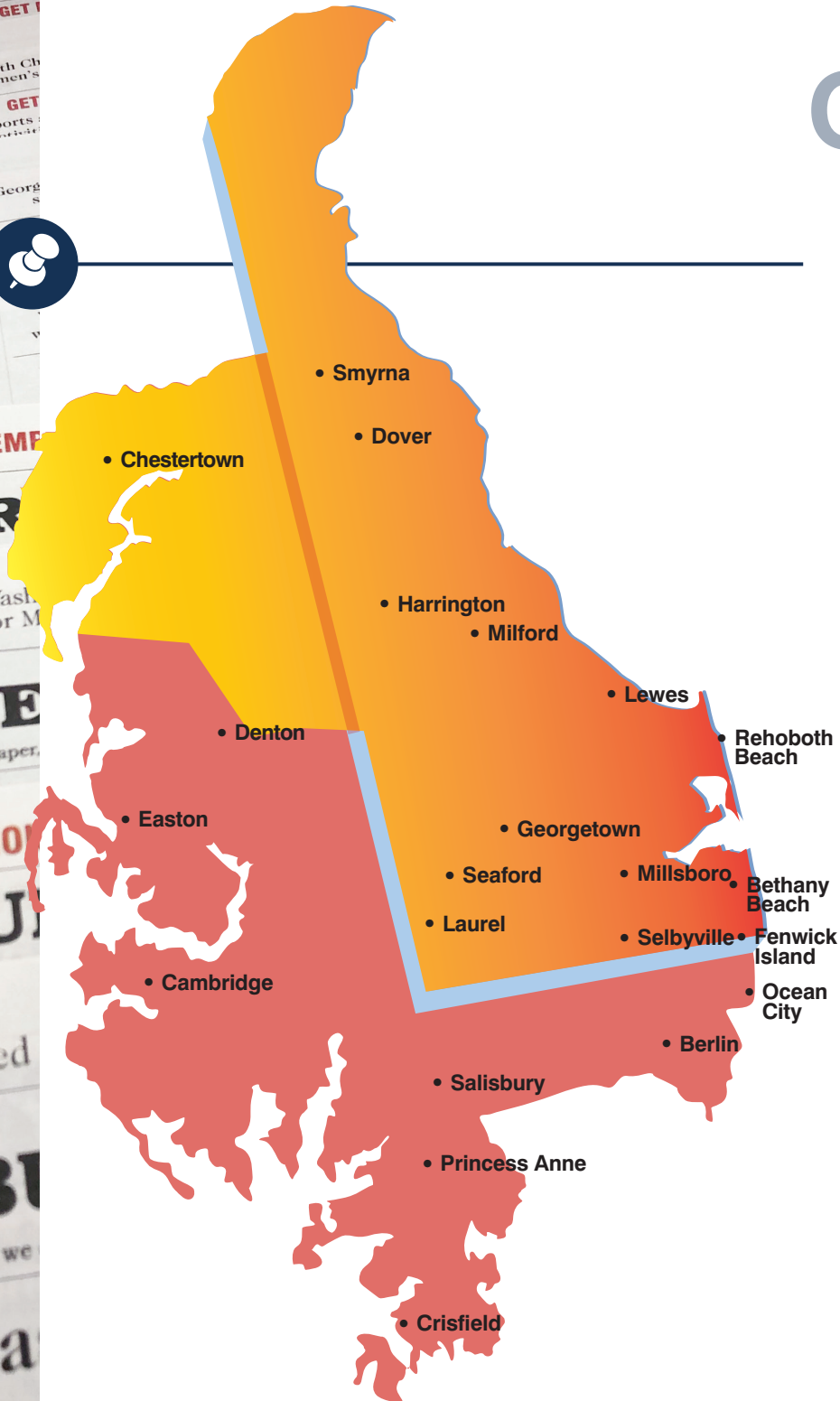
The Delaware State News is excited to launch Galaxy 110, our new digital agency arm. We are certified resellers for several digital products of some of the top digital providers in the country. Because of this, we can offer you cutting-edge products at incredible rates.





# OUR REACH

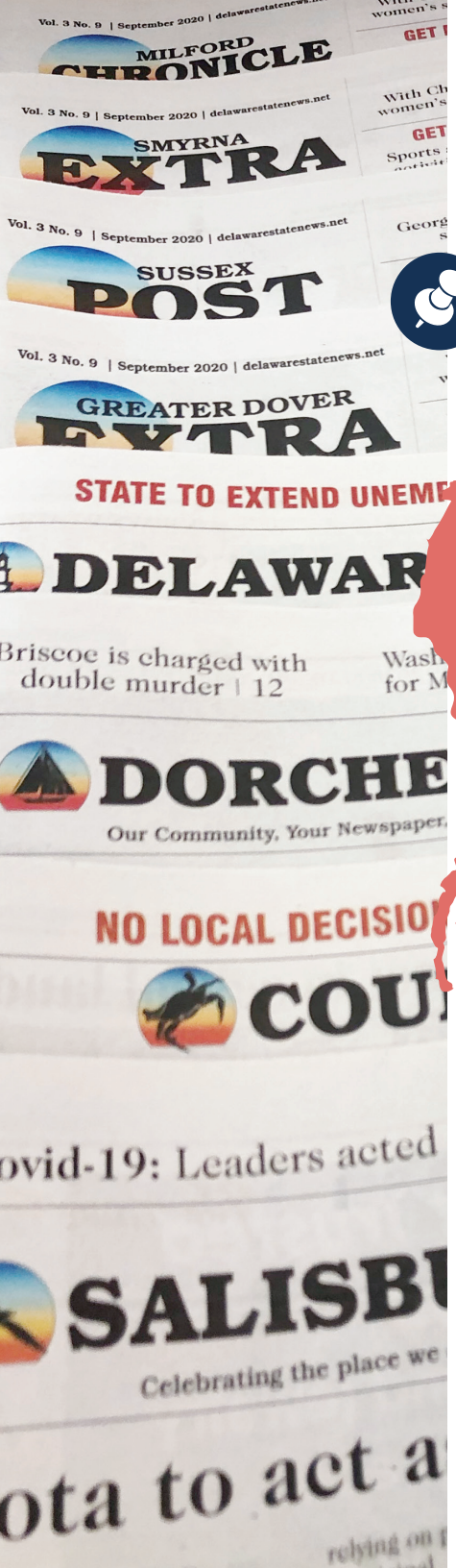
WE HAVE IT COVERED



**Delaware State News**  
Daily • 10,000 (Daily) 14,000 (Sundays) Copies

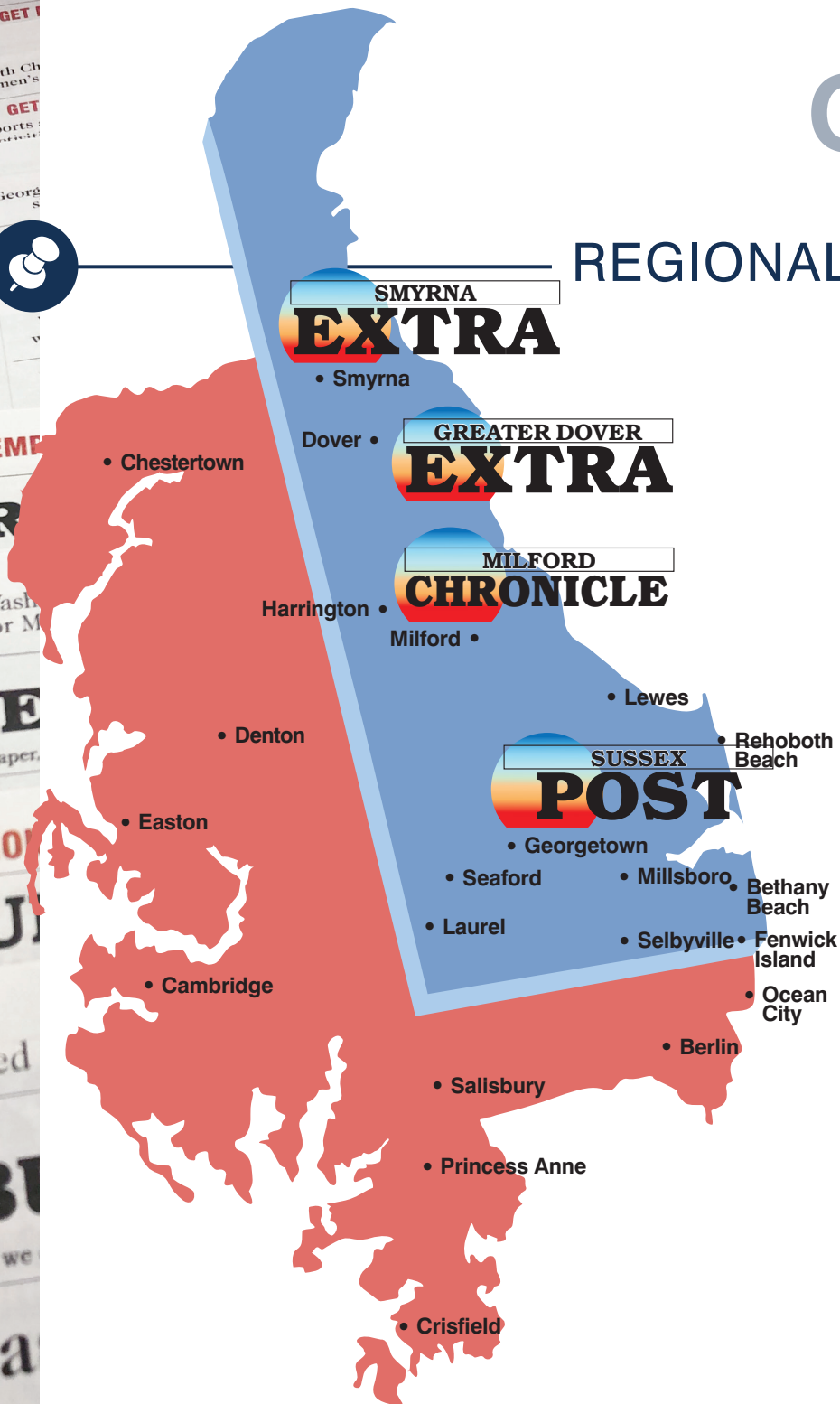
110 Galaxy Drive, Dover, DE | [adsupport@newszap.com](mailto:adsupport@newszap.com)





# OUR REACH

## REGIONAL COMMUNITY PAPERS



### Greater Dover Extra

Monthly • 14,650 Copies

### Sussex Post

Monthly • 11,808 Copies

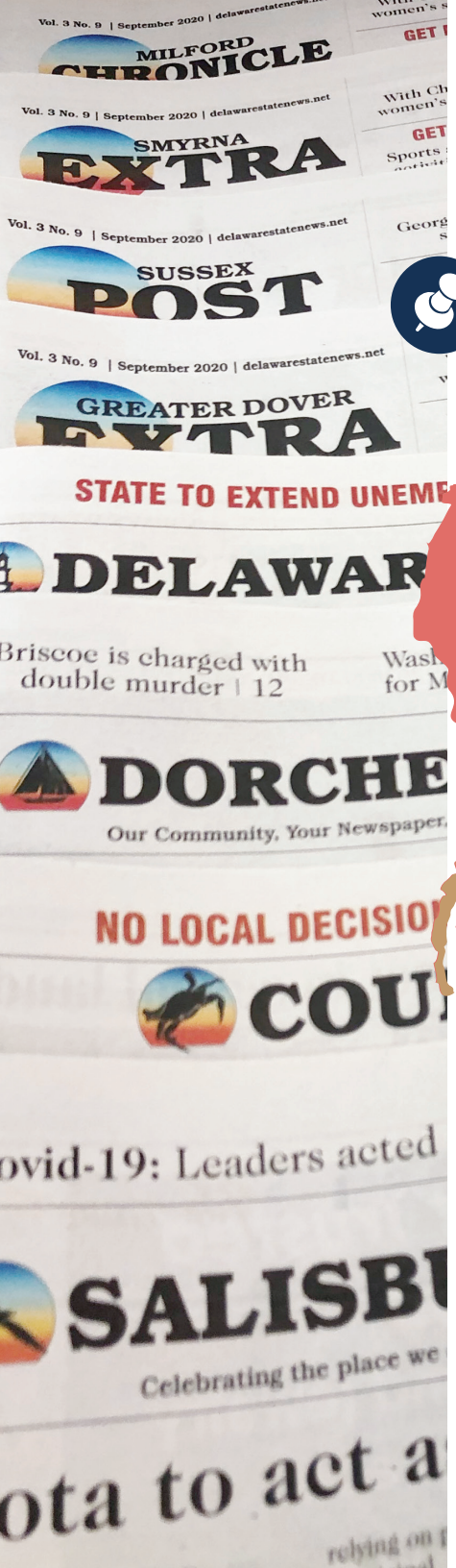
### Milford Chronicle

Monthly • 8,583 Copies

### Smyrna Extra

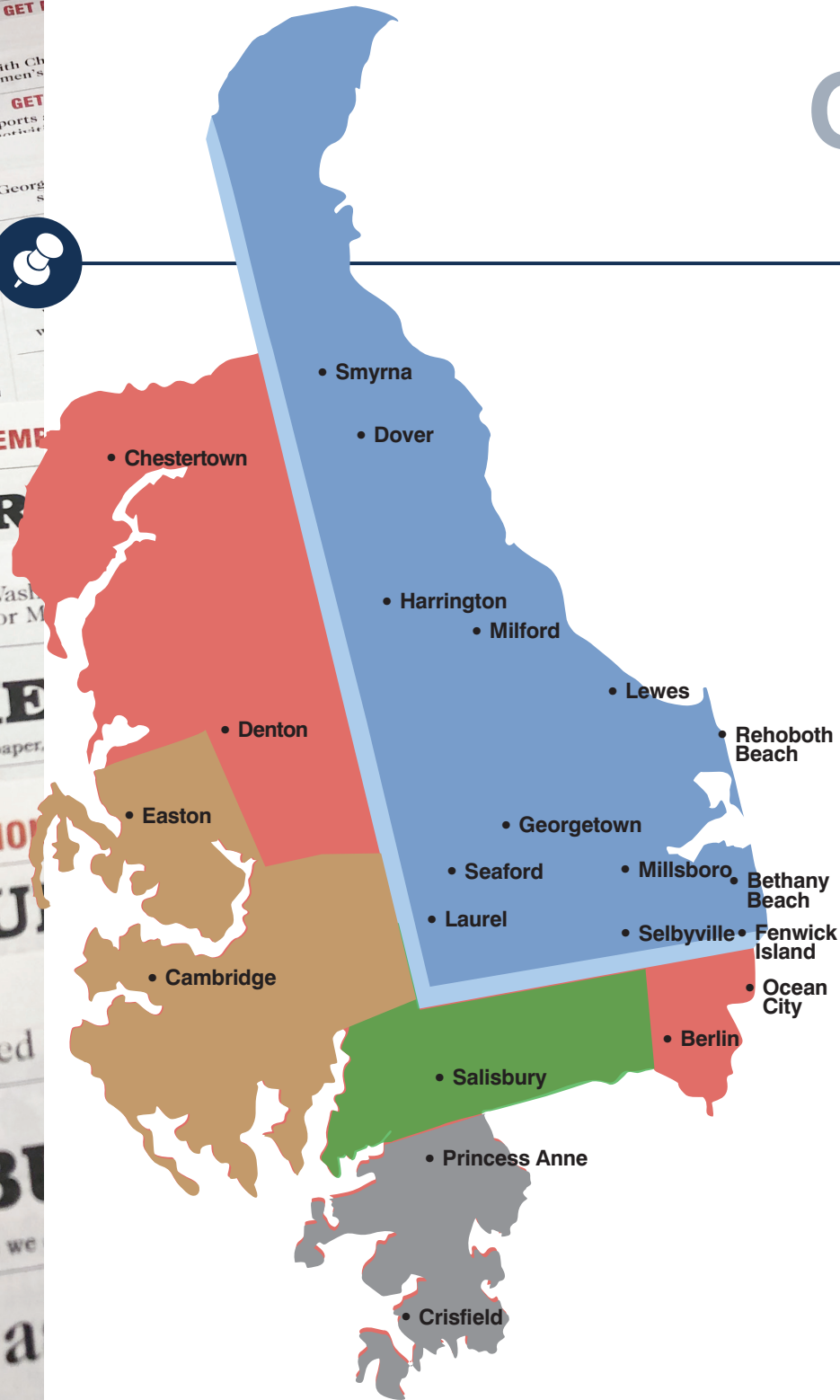
Monthly • 5,145 Copies

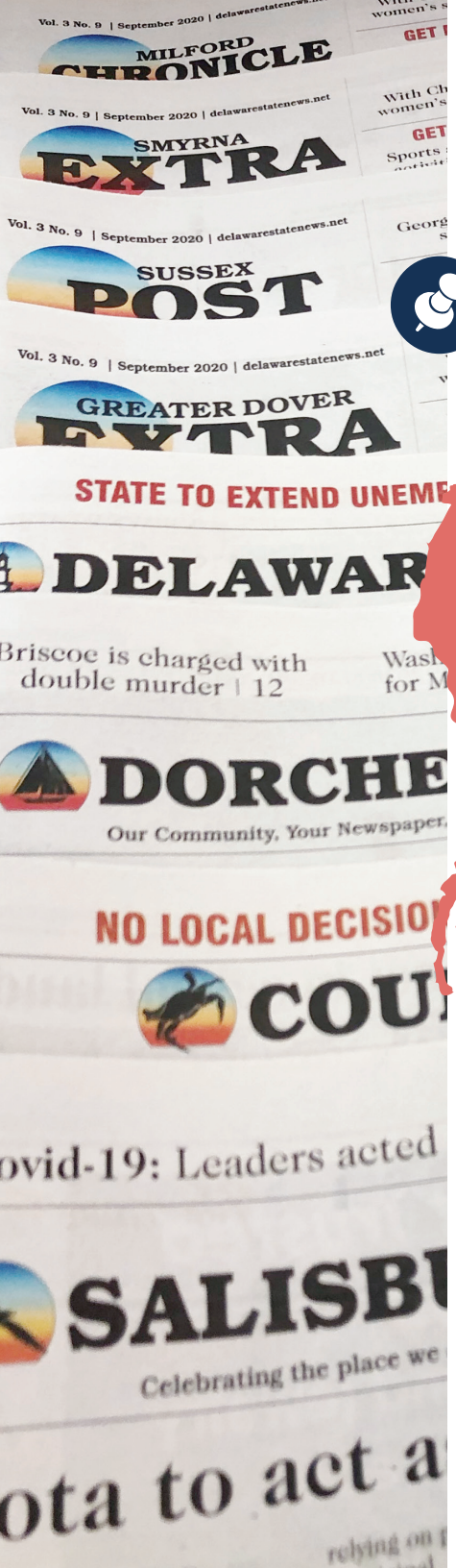




# OUR REACH

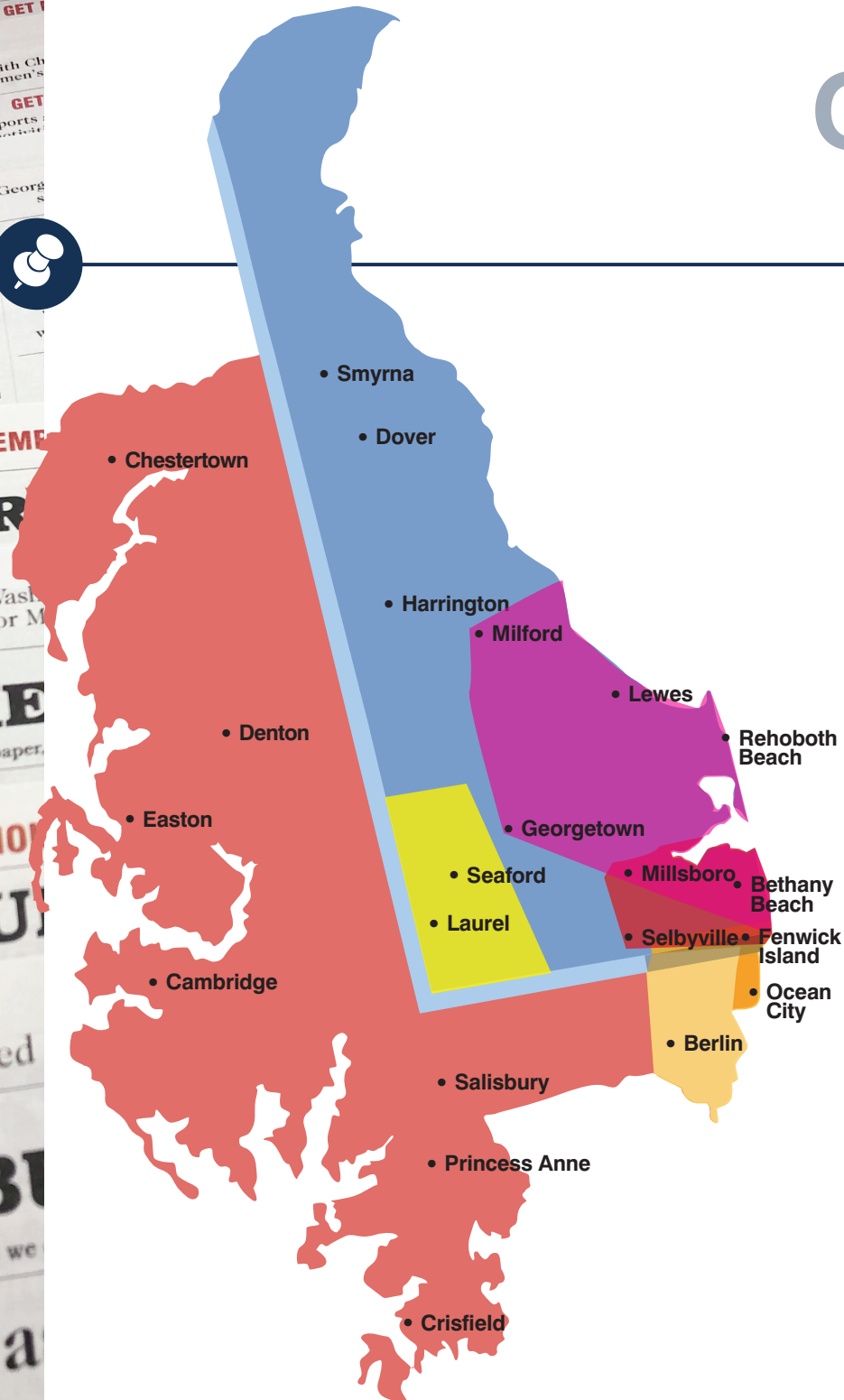
## WEEKLY PAPERS





# OUR REACH

## PARTNER PAPERS



- **Seaford Star\***  
Thursday • 4,300 Copies
- **Laurel Star\***  
Thursday • 2,700 Copies
- **Coastal Point\***  
Friday • 15K-33K Copies
- **Ocean City Today\***  
Friday • 17K-22K Copies
- **Cape Gazette\***  
Tues & Fri • 10K-13K
- **Bayside Gazette\***  
Thursday • 9,000 Copies