

Digital Advertising

Put your business in front of an informed and engaged local market audience by placing digital ads on Naperville Community Television's mobile-responsive website (NCTV17.com) and within the station's daily push email, **NCTV17 News Update**

All advertising appears in a hyper-local, uncluttered editorial environment. Ads do not rotate so deliver 100% of impressions. All ads link directly to URL of the advertiser's choosing.

If you want to target your business to the greater Naperville area, NCTV17 digital advertising is a must for your marketing plan.

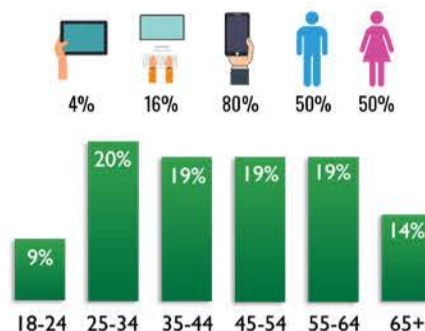
Advertising on NCTV17.com

We offer opportunities to reach the Naperville area through advertising on our mobile-responsive website (NCTV17.com):

- NCTV17.com averages 190,000 visits per month
- 75%+ of visitors are from the Chicagoland area

Two website options available:

- Individual post page ad
- Home page ad



Individual Post Page Advertising

- Average of 130,000 visits/month
- Every individual story/interview/sports highlight viewed on the website is surrounded by a standard advertising template
- Template features maximum of four non-rotating block ads
- First and second ad placements are \$100/week (\$400/month)
- Third and fourth ad placements are \$65/week (\$280/month)



Block ad is 420w x 300h pixels

Home Page Advertising

- Average of 9,300 visits/month
- Four block ad positions available
- Two adjacent to Top News & Sports (\$20/week or \$80/month)
- Two adjacent to What's On NCTV17 (\$15/week or \$60/month)



Block ad is 420w x 300h pixels

Advertising Within NCTV17 News Update

This daily push email delivers the latest news headlines for the Naperville area to 4,500+ subscribers Monday – Friday.

- Three ad positions available:
 - #1 below first news story (\$100/week)
 - #2 below second news story (\$75/week)
 - #3 below third story (\$65/week)

Ad links directly to URL of advertiser's choice

Many of our subscribers view on mobile so a simple ad with limited copy and strong call-to-action works best



Banner ad is 800w x 133h pixels

Contact our Advertising Team at advertising@nctv17.com or 630.355.2124

Naperville Community Television is a 501(c)3 nonprofit organization, so when you purchase advertising you help support our mission of telling local stories on TV and online!