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**The  
Blinder  
Group**  
Multimedia  
Sales Specialists

## Sales Materials Created by The Blinder Group for Tacoma (WA) News Tribune Deployment



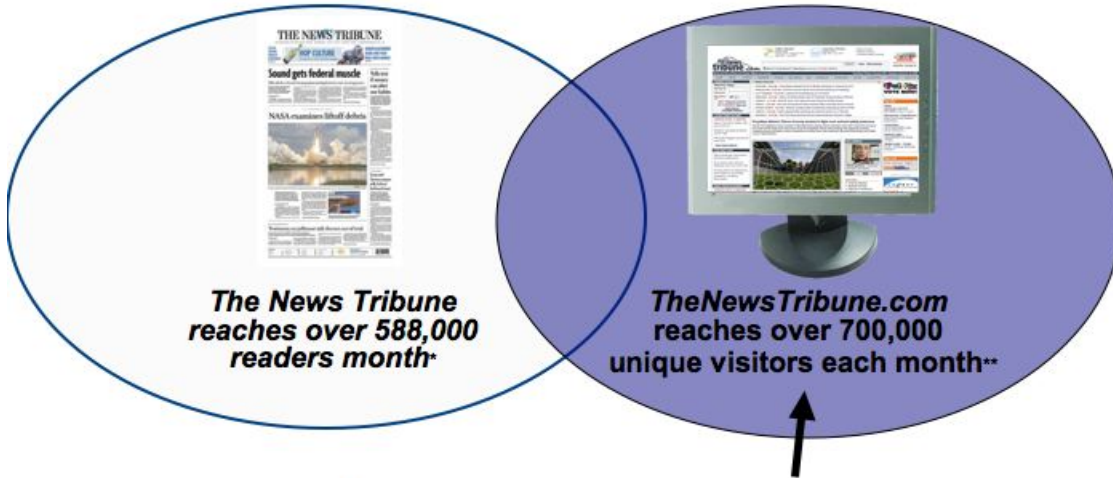
**Max Ads!**  
Cost effective multimedia

utilizing the *maximum* power and reach of  
**TheNewsTribune.com**  
to achieve a results driven, cost-effective  
multimedia advertising solution!

### Utilizing our multiple medias to:

- **assure** a better return on your advertising investment through a single multimedia program.
- **target** "active" and "passive" shoppers by combining online "search" based advertising with high frequency Web based marketing
- **enhance** your marketing exposure by **maximizing** your results on the world's most popular search platforms like:   

**Print and Web together, ROCKS!**



62 % are non-newspaper subscribers\*\*\*\*  
And, 24 % are NEW audience, not reading to the paper in the last 7-days!\*

Source: \*Scarborough 2007, Release 1, Base: Seattle Tacoma DMA/ \*\*Ominiture local web log data/  
\*\*\*Scarborough 2007, Release 1, Base: Pierce County/ \*\*\*\* 2006 NAA/Morri Online Newspapers "Power Users" study

700,000 unique visitors viewing over 5 million pages per month\*\*

54% unique visitor growth (Dec 06 to Dec 07)\*\*

75% of online visitors are between the ages of 25 – 54\*\*\*  
(18% 25-43, 30% 35-44, 27% 45-54)

57% have an annual household income of \$75,000 or more\*\*\*

85% are home owners\*\*\*

32% are college graduates \*\*\*

38% are employed in managerial/professional occupations\*\*\*

62 % are non-newspaper subscribers\*\*\*\*

24% did not read The News Tribune in print over the past 7 days.\*



Source: \*Scarborough 2007, Release 1. Base: Seattle Tacoma DMA/ \*\*Ominture local web log data/  
\*\*\*Scarborough 2007, Release 1, Base: Pierce County/ \*\*\*\* 2006 NAA/Morri Online Newspapers "Power Users" study

**Your online "Skyscraper" ad is displayed  
100,000 times/month on the local news front page  
of TheNewsTribune.com  
limited to 10 advertisers only!**

The screenshot shows the front page of The News Tribune website. A 'Find a Job' advertisement for Harkness Furniture is prominently displayed in the center. The ad features the Harkness Furniture logo and the text 'Plus no interest for 1 year' and 'Mattresses - Everything!'. The website navigation bar includes links for HOME, NEWS, SPORTS, BUSINESS, OPINION, MULTIMEDIA, A&S, SOUND/LIFE, ADVENTURE, BLOGS, CLASSIFIEDS, OBITUARIES, and ABOUT US. The main content area includes a 'NEWS' section with a headline about Roger Clemens and a 'LOCAL' section with a headline about a new plan for Blair Waterway.

This block shows a detailed view of the Harkness Furniture online profile page. The page includes a header with the company name and logo, a 'Business Information' section with details about the company's location and services, and a 'Business Services' section. A large blue banner at the bottom of the page reads: 'Your online "Skyscraper" ad can link to your new customized Online "Profile Page!" Or, to your Web site!'. The page also features a navigation menu and a list of products for sale.

Limited to **10** participating advertisers only

**Harkness Furniture - Armoires, Bar Stools, Bars & Bar Sets, Beds, Benches, Bookcase, Bunk Beds, Cabinets, Buffets & Servers, Cedar Chests, Chairs, Chaise Lounges, Chests, Coffee & Cocktail, Complete Sets, Corner Curio, Desks, Dressers, End Tables, File Cabinets, Game Tables, Gliders, Islands, Lift Chair, Loveseat, Magazine Racks, Mirrors, Night Stands, Occasional Chairs, Office Chairs, Ottomans, Pedestals, Pillows, Pub & Bistro Sets, Room Dividers, Secretaries, Shelves & Etageres, Sofa Tables, Sofas, Standard Curio, Swivel & Rocking, Table Sets, Tables & Consoles, Tables & Table Sets, Theatre Seating, TV Stands & Wall Units, Uniservers, Vanities, Vanities & Stools, Wine Racks, Wing Chairs**

**Harkness Furniture**  
Fine Home Furnishings since 1920  
6612 South Tacoma Way  
Tacoma, WA 98409  
info@harknessfurniture.com  
http://www.harknessfurniture.com/  
Main: (253) 473-1234



**Store Hours:**  
Mon - 9:30am - 8:00pm  
Tues - Thurs - 9:30am - 6:00pm  
Fri - 9:30am - 8:00pm  
Sat - 9:30am - 6:00pm  
Sun - 11:00am - 5:00pm

**Payment Options:**  
Financing available through Wells Fargo.

**Associations:**  
Retailer of the Year Award, 2007

**Year Founded:**  
1920

**Service Area:**  
Pierce County - Tacoma, Lakewood, Puyallup, University Place, Federal Way, Auburn, Kent, Lacey, Olympia

**Business Type:**  
Retail Furniture Store

**Business Information:**  
Welcome to a furniture store that's committed to offering you the very best service, value, and selection. Whether you are looking for one special item, or want to furnish your entire home, at Harkness Furniture you'll find a terrific selection of furnishings designed to fit your lifestyle... and your budget.

**What we do:**  
The Harkness Furniture staff is available to assist you with your home furnishings project, whether you meet them in our showroom or in your own home. They'll offer a host of ideas and solutions to create an interior that reflects you and your style... a free service of Harkness Furniture.

Harkness Furniture offers fast, on-time delivery service anywhere in Pierce, King, Kitsap and Thurston counties for a nominal fee.

**Business Services:**

The **Business Profile Page** is listed throughout the World Wide Web on Search Engines and Internet Directories

Since the **Business Profile Page** comes from TheNewsTribune.com you will be leveraging our web site popularity to get ranked higher on most Internet Search Engines with your own keywords!

**North Americans are performing 4.5 billion searches each month and 70% of those are for local products and services!**

(Pew Research Study)

Limited to **10** participating advertisers only

Profile Pages are listed on: **Google YAHOO! msn excite** + others!

The screenshot shows a Google search for 'Furniture Tacoma, WA'. The results page includes a map of Tacoma, WA, with several red location pins. Below the map, there are 'Local Business Listings' for 'Harkness Furniture Fine Home Furnishings since 1920 6612 South Tacoma Way Tacoma WA 98409'. The listing includes the company name, address, phone number, and website. To the right of the listing is a detailed business profile for Harkness Furniture, which includes a list of products, store hours, payment options, and associations. The profile also features the HF logo and a 'Service Area' section listing various locations in Pierce County.

The **Business Profile Page** is listed throughout the World Wide Web on Search Engines and Internet Directories

Since the **Business Profile Page** comes from TheNewsTribune.com you will be leveraging our web site popularity to get ranked higher on most Internet Search Engines with your own keywords!

**9 out of 10 stop at the first 3 pages of a "Search Engine" when looking for a product or service.**

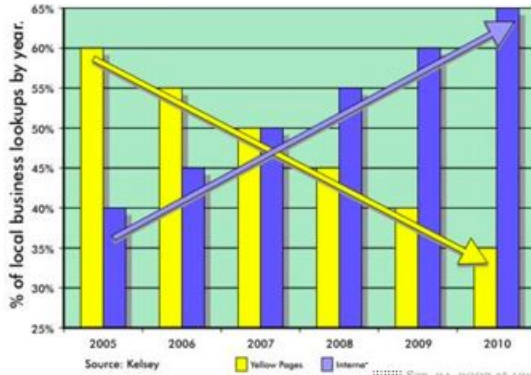
**6 out of 10 stop at the first page!**  
(Pew Research Study)

Actual local results on 1st page of Google  
No guarantees are made that similar results will occur with any profile page deployment

Limited to **10** participating advertisers only

Profile Pages are listed on: **Google YAHOO! msn** + others!

**Web Search Surpasses Yellow Pages This Year**



"Yellow Page usage amongst people below 50, will drop to near zero over the next five years."

-Bill Gates



Sep. 24, 2007 at 12:04pm Eastern by Chris Silver Smith

**Google Trends: Yellow Pages Will Be Toast In Four Years**



Local marketing industry savants have long been predicting the demise of print Yellow Pages books, going the way of the buggy whip due to overwhelming competition from Internet alternatives. Further, the aggressive invasion of search engines into the local space during the past few years has inspired some analysts to wonder if Internet Yellow Pages directories might also be headed for extinction along with the printed books. Readily available stats from Google show trends and provide a good sense of what's actually going on across the local space on the Internet. Ironically, we can also use these stats to predict the demise of traditional Yellow Pages sites.



- ✓ Online graphic ad appearing at least 100,000/month on the Local News Front Page of TheNewsTribune.com, (728 x 90 pixel "Skyscraper" ad)
- Ad should be change no less than 2x/ month
- Ad can link to Web site or "profile page"

- ✓ Online "Profile Page" to assist with your ranking on "Search Engines"



**\$249/ week investment**  
(Limited to 10 advertisers only!)

Program Details:

The Newspaper will deliver across TheNewsTribune.com at least 100,000 ad impressions per month, for twelve (12) consecutive months on local news front page of the Web site. Advertiser agrees to pay a **weekly fee of \$249** for each of these periods in order to receive the "Skyscraper" ad position (728 x 90 pixel).  
New online ads will appear within two (2) business days from requested ad content change.

**This agreement is for 12 consecutive months commencing on \_\_\_\_/\_\_\_\_/2008.**

The agreement has been executed by the parties hereto through their authorized representatives on the date set forth below.

<b>Newspaper:</b>		<b>ADVERTISER:</b>	
_____ (Salesperson)	_____ (Date)	_____ (Print Name)	
_____ (Management)	_____ (Date)	_____ (Printed Signature)	_____ (Date)
Account Number(s):		_____ (Print Name and Title of Signer)	_____ (Email Address - Attach to non-Receipt)
		_____ (Street Address/PO Box)	
		_____ (City/State and Zip)	
		_____ (Telephone Number)	

# Sales Materials Created by The Blinder Group for Palm Beach (FL) Post Deployment



## The Palm Beach Post Multimedia 2008

- easier multimedia ad placement with a single marketing investment
- expanded reach of your message to a new, desirable audience
- enhanced frequency of your message by hundreds of thousands of impressions
- assistance in being found on the world's most powerful "search engines," like: **Google**, **YAHOO!** and others!

Palm Beach Post  
 2751 S. Dixie Highway West, Palm Beach, FL 33405  
 (561) 820-4100, [sales@palmbeachpost.com](mailto:sales@palmbeachpost.com)

## Our Online Audience is worth talking to!

The Palm Beach Post  
Multimedia 2008

- 2.25 million *Unique Visitors* each month<sup>1</sup>
- 17.3 million *Page Views* each month<sup>1</sup>
- 50 % increase in readership in one year!
- 58 percent are 18-44 years of age
- 68 percent are college graduates (or higher)
- 75 percent are professional/ managerial
- 78 percent are homeowners
- 54 percent earn \$75,000 or more/ year
- 98 percent are year round residents



The Palm Beach Post online readership is young, affluent, educated and growing!

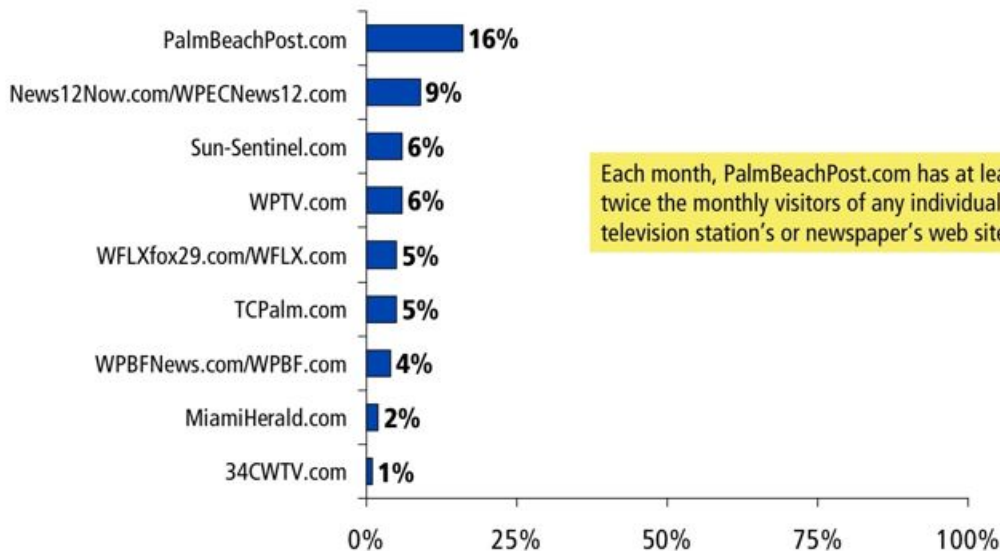
Source: 2007 Scarborough Report, 1. Source: Circulation Site Catalyst 2005 - December 2007

Palm Beach Post  
2751 S. Dixie Highway West, Palm Beach, FL 33405  
(361) 820-4100, sales@palmbeachpost.com

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## We're the #1 local Web site!

The Palm Beach Post  
Multimedia 2008



Each month, PalmBeachPost.com has at least twice the monthly visitors of any individual local television station's or newspaper's web site.

Source: 2007 Scarborough Report, Release 2

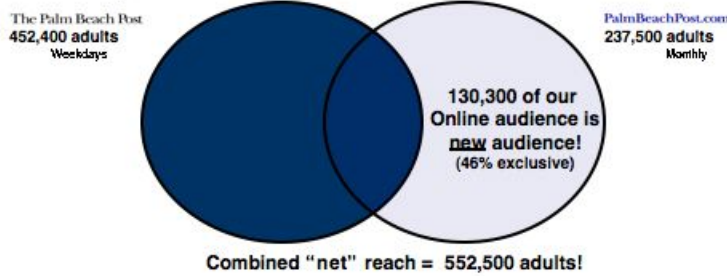
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3

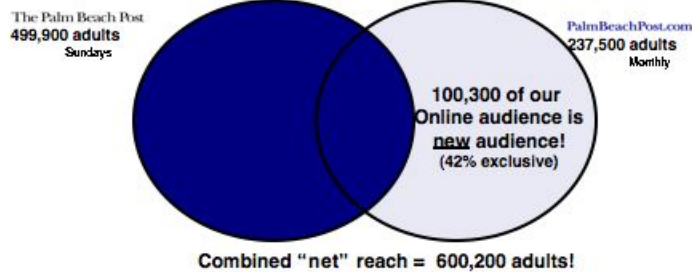
## Print and Online is an effective combination!

The Palm Beach Post  
Multimedia 2008

### Weekdays: PalmBeachPost.com adds readers!



### Sundays: PalmBeachPost.com adds readers!



Source: 2007 Scarborough Report, Release 2.

Palm Beach Post  
2751 S. Dixie Highway West, Palm Beach, FL 33405  
(361) 820-4100. [sabst@palmbeachpost.com](mailto:sabst@palmbeachpost.com)

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## Our Online Audience is Desirable!

The Palm Beach Post  
Multimedia 2008

91 percent recently shopped online

89 percent recently bought online

71 percent are online daily @ work

70 percent frequently bank online

64 percent recently checked classifieds online

68 percent have home broadband



The Palm Beach Post online readership is "wired"!

Source: NCRJ W.A. Online Readership Study 2007

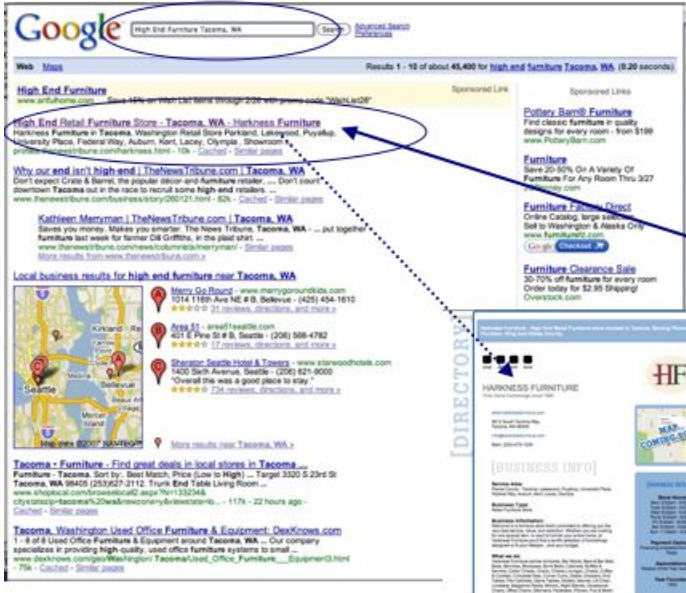
Palm Beach Post  
2751 S. Dixie Highway West, Palm Beach, FL 33405  
(361) 820-4100. [sabst@palmbeachpost.com](mailto:sabst@palmbeachpost.com)

4



# Plus We'll Help You on the World's Most Powerful Search Engines

The Palm Beach Post Multimedia 2008



9 out of 10 stop at the first 3 pages of a "Search Engine" when looking for a product or service.

6 out of 10 stop at the first page!

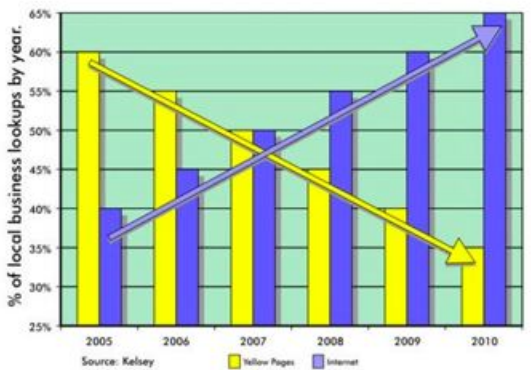
Since the **Business Profile Page** comes from PalmBeachPos.com you will be leveraging our Web site popularity to get ranked higher on most Internet Search Engines with your own keywords!

Actual results on 1st page of Google from another market deployment  
No guarantees are made that similar results will occur with any profile page deployment

Source: Jupiter Search Engine Research Study

Palm Beach Post  
2751 S. Dixie Highway West, Palm Beach, FL 33405  
(361) 620-4100, sales@palmbeachpost.com

## Web Search Surpasses Yellow Pages This Year



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The Palm Beach Post Multimedia 2008

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✓ Online graphic ad appearing an average of 50,000/month on local news story pages. Served Mon-Fri, 6a -7p

(300 x 600 pixel "Magazine" ad)  
Ad can link to Online Print Ad Web site or "Profile Page"

✓ Online "Profile Page" to assist with your ranking on "Search Engines"



**\$199/ week investment**  
limited to 25 advertisers only!  
(52-week term required)

Program Details:  
The Newspaper will deliver across PalmBeachPost.com:  
At least 50,000 "Magazine (300 x600 pixel) ad impressions per month, for twelve (12) consecutive months on Local News Story Pages of the Web site. Ads will be delivered Mon. - Fri. 6am-7pm.  
Online Profile Page to assist in Search Engine Optimization  
Online ad can link to advertiser's Web site. Online version of print ad. Or Online Profile Page

Advertiser agrees to pay a **weekly fee of \$199** for each of these periods in order to receive the ad position.  
New online ads will appear within two (2) business days from requested ad content change.

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**This agreement is for 12 consecutive months commencing on \_\_\_\_/\_\_\_\_/2008.**

The agreement has been executed by the parties hereto through their authorized representatives on the date set forth below.

<p><b>Newspaper:</b></p> <p>Signature: _____ Date: _____</p> <p>Management: _____ Date: _____</p> <p>Account Number(s): _____</p>	<p><b>ADVERTISER:</b></p> <p>First Name: _____</p> <p>(Printed Signature) _____ Date: _____</p> <p>First Name and Title of Signer: _____   Email Address: _____</p> <p>(Business/PO Box) _____</p> <p>City/State and Zip: _____</p> <p>Telephone Number: _____</p>
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