Reach nearly 57%* of metro-east adults by combining print & digital platforms

The BND reaches:

- 52% of males age 18+
- 56% of females age 18+
- 51% of College Graduates
- 57% of those with a Household Income of $75,000+

### BND PRINT & DIGITAL READERS ARE DIVERSE

<table>
<thead>
<tr>
<th>Reader Composition</th>
<th>BND Print Readers</th>
<th>BND Digital Readers</th>
<th>Combined BND Readers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>44%</td>
<td>53%</td>
<td>46%</td>
</tr>
<tr>
<td>Female</td>
<td>56%</td>
<td>47%</td>
<td>54%</td>
</tr>
<tr>
<td>Age 18 - 34</td>
<td>18%</td>
<td>35%</td>
<td>23%</td>
</tr>
<tr>
<td>Age 35 - 49</td>
<td>15%</td>
<td>25%</td>
<td>21%</td>
</tr>
<tr>
<td>Age 50+</td>
<td>67%</td>
<td>40%</td>
<td>56%</td>
</tr>
<tr>
<td>HHI &lt; $35,000</td>
<td>27%</td>
<td>12%</td>
<td>21%</td>
</tr>
<tr>
<td>HHI $35,000 - $74,999</td>
<td>30%</td>
<td>44%</td>
<td>36%</td>
</tr>
<tr>
<td>HHI $75,000+</td>
<td>43%</td>
<td>44%</td>
<td>43%</td>
</tr>
<tr>
<td>High School Ed. or Less</td>
<td>42%</td>
<td>32%</td>
<td>40%</td>
</tr>
<tr>
<td>Some College</td>
<td>25%</td>
<td>30%</td>
<td>26%</td>
</tr>
<tr>
<td>College Graduate +</td>
<td>33%</td>
<td>38%</td>
<td>34%</td>
</tr>
</tbody>
</table>

# PUT THE BND ADVERTISING NETWORK TO WORK FOR YOU!

<table>
<thead>
<tr>
<th>bnd.com &amp; Digital</th>
<th>Print</th>
<th>Niche Publications</th>
<th>Yes! Your Essential Shopper</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Expand reach to upscale, younger users</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Contextual, site and search retargeting</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- Email marketing and reputation management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Local reach</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Upscale readers</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>- High level of engagement</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Most trusted resource for news and advertising</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Targeted by special interest or community</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Strong contextual content</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Build reach on a more defined scope</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Reach non-subscriber households that have requested your advertising information</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Increase reach on a broader or more defined basis with blended campaigns. Increase frequency against target to bolster campaign effectiveness.
EXTEND YOUR REACH WITH BND DIGITAL

Each month BND Digital reaches more than 1.3 million unique visitors who view more than 7.6 million pages.

- The combined BND print and digital editions reach more than 190,000† readers per week
- Unlike other media, unduplicated audience of print and digital combined readership continues to grow
- Visitors come from both Illinois and Missouri, have high household incomes and are highly educated

BND Digital Audience, Past Year Monthly Averages†

<table>
<thead>
<tr>
<th>Page Views</th>
<th>Daily Unique Visitors</th>
<th>DMA Daily Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>7,685,495</td>
<td>78,298</td>
<td>47,740</td>
</tr>
</tbody>
</table>

EXTEND YOUR REACH THROUGH MOBILE PLATFORMS

BND Mobile
Get your message in front of BND’s growing mobile audience

Traffic
More than 5.1 million monthly page views & growing

Accountability
Track the success of your campaign with monthly reports

BND Mobile Audience, Past Year Monthly Averages*

Mobile Page Views 5,122,957
Mobile Daily Unique Visitors 54,173

PROTECT YOUR VIRTUAL PRESENCE

Let BND manage your online reputation while you manage your business

Website Development
• Let BND generate a mobile friendly, responsive website that provides a great customer experience

Listings
• BND will make sure your business contact information is accurate in 300+ online directories

Reviews
• BND will monitor and respond to reviews on your behalf

Social Platforms
• BND will develop your social media pages and can post to Facebook, Twitter, Google+, LinkedIn, Instagram & Pinterest on your behalf
REACH THE RIGHT PEOPLE WITH THE RIGHT MESSAGE AT THE RIGHT TIME

Grow your business with digital solutions

Search Engine Marketing
- Help customers find you on the top search engines. Pay only when users click through to your website or landing page based on relevant keyword searches in a defined geographical area.

Audience Extension
- Put your ad in front of a customized audience that has visited your website, searched your product or service, or read content relevant to what you offer. Ads are delivered only to customers who are active shoppers for your products in targeted ZIP codes.

Native Advertising
- This ad type matches the form and function of the newspaper website, establishing a relationship with consumers, engraining your brand, and building trust by providing high-quality content.

Email Marketing
- Find new customers by micro-targeting the desired audience with permission-based email lists. Targeted email offers an improved, faster, highly measurable and more effective way to market your products and services.

Video
- Align your business with high-quality content utilizing video solutions including pre-roll and branded content.
TAKE OVER THE FRONT PAGE WITH A SPADEA WRAP

Make your business the lead story

Put your advertising message around the BND on any day and get the very best position available to capture readers interest

• Make your ad message the center of attention
• Unparalleled exposure and visibility
• Cover the market
• Huge impact with process color and two full pages
• Guaranteed positioning
• Package includes a Sliding Billboard and/or YES! Spadea
• Spadea also available for Sunday Comics
Choose from these sections:

- Main News
- Local (Sunday)
- Lifestyle
  - Monday - Family
  - Tuesday - Taste
  - Wednesday - Education
  - Thursday - Scene
  - Friday - Home
  - Sunday - Lifestyle
- Sports
- Classifieds (Sunday)
- Employment & Real Estate
PUT YOUR MESSAGE FIRST WITH SECTION FRONT ADS

6-Column, full-color strip ads on section fronts

Available in Main News, Local, Lifestyle, & Sports

- 6 columns x 3 inches
- Full Color
- Exclusive Front of Sections Placement
- Local available on Sunday only
GET CREATIVE WITH UNIQUE PRODUCTS

Make an impact on your customers

Impact Note
- 3” x 3” full-color labels affixed to the front page
- Available in product shapes

Print & Deliver
- 8.5” x 11” or 5.5” x 8.5” flyer
- Full Color
- Single- or Double-Sided
- Glossy Stock
EXTEND YOUR REACH
WITH YES! YOUR ESSENTIAL SHOPPER

Reach more of your best prospects

Combine traditional Sunday newspaper subscribers with a unique channel for delivering non-subscriber households that have requested your advertising information

YES! increases household penetration in highly desirable ZIP codes, allowing better reach to target customers. Increased reach creates more customer opportunities, more traffic and more sales.

- Madison County: 12,300
  - 62025 - Edwardsville
  - 62034 - Glen Carbon
  - 62040 - Granite City
  - 62062 - Maryville
  - 62232 - Caseyville
  - 62234 - Collinsville
  - 62294 - Troy

- St. Clair County: 11,300
  - 62208 - Fairview Heights
  - 62220 - Belleville
  - 62221 - Belleville
  - 62223 - Belleville
  - 62226 - Swansea
  - 62243 - Freeburg
  - 62258 - Mascoutah
  - 62260 - Millstadt
  - 62269 - O’Fallon
  - 62285 - Smithton

Total Households: nearly 24,000
THE BELLEVILLE NEWS GROUP
MAXIMIZES PRINT REACH BEYOND THE BND

Reach an additional 54,021* readers

O’Fallon Progress
• Serving O’Fallon
• Thursday: 3,000

Command Post
• Serving Shiloh & Scott AFB
• Thursday: 5,200

Highland News Leader
• Serving Madison, Clinton & Bond Counties
• Thursday: 3,000

Highland Advertiser Direct
• Serving Madison, Clinton & Bond Counties
• Monday: 5,170

Source: Belleville News Group Audience Report - *Readers are 3.3 per copy
We look forward to creating customized solutions to help grow your business.