

PUT YOUR BRAND IN FRONT OF NAPERVILLE!

Want to showcase your business, promote an event, or connect with donors?

Digital advertising with NCTV17 places your message alongside trusted local news—reaching engaged, informed residents in a focused, clutter-free environment.



WHY ADVERTISE WITH US?

- **100% Share of Voice:** Our ads are **non-rotating**. When you secure a slot, you own 100% of those impressions for the duration of your ad buy.
- **A Trusted Environment:** Your brand is seen in a hyper-local editorial space that residents rely on for news, sports, and community updates.
- **Direct Engagement:** Every ad links directly to your website, event page, or donation portal.

NCTV17 NEWS UPDATE (DAILY EMAIL)

Be part of a daily habit.

Cut through the digital noise and land directly in the inboxes of Naperville's most engaged residents. Sent every weekday morning, this "must-read" newsletter offers premium ad placement beneath the day's top headlines.

Each edition features a four-ad format, creating a clean, scannable experience where your message stands out. It's the perfect platform for time-sensitive promotions, event invites, and building daily brand recognition with a loyal local audience.

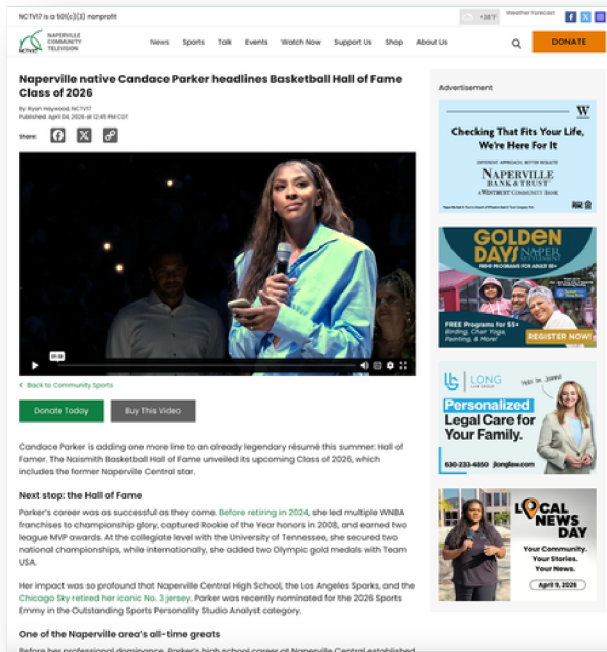
THE ALWAYS-ON COMMUNITY HUB (NCTV17.ORG)

Be present where Naperville goes to stay informed.

There are two locations to advertise. Both use a streamlined four-ad layout that keeps your message consistently in view as people engage with the local content that matters to them

- **Individual Post Pages**, which account for the largest share of website visits per week. Your ad appears adjacent to every news story, sports highlight, and event page viewed during the week.
- **Homepage** is a key destination for those seeking a broader view of what's happening locally and is ideal for brand awareness on the station's primary landing page.

The Always-On Community Hub (NCTV17.org)



NCTV17 News Update (Daily Email)



NEWS UPDATE EMAIL

• 5,000 subscribers	\$25	1st Placement
• M-F Push Email	\$20	2nd Placement
• Pricing is per day	\$17	3rd Placement
• 1,200 x 200 pixel ad (PNG file)	\$15	4th Placement

WEBSITE HOME PAGE

• 13,000 visits/month	\$55	1st Placement
• Pricing is per week	\$55	2nd Placement
• 420w x 300h <u>and</u> 320w x 100h pixel ad (JPG file)	\$45	3rd Placement
	\$45	4th Placement

WEBSITE INDIVIDUAL POST PAGES

• 115,000 visits/month	\$120	1st Placement
• Pricing is per week	\$120	2nd Placement
• 420w x 300h <u>and</u> 320w x 100h pixel ad (JPG file)	\$85	3rd Placement
	\$85	4th Placement