2017 Media Kit

GateHouse Media Delaware
Hockessin Community News
Middletown Transcript
Smyrna/Clayton Sun-Times
Dover Post
Milford Beacon
Sussex Countian

[Images of various people and events]
Welcome to GateHouse Media Delaware

In a world of increasing advertising options, local community newspapers continue to be the most trusted medium and the top choice for shopping and checking advertising.

We offer a comprehensive selection of quality digital and print products to help grow business and more easily navigate the market’s competitive media landscape.

The GateHouse Media Delaware group consists of six weekly community newspapers - Dover Post, Middletown Transcript, Sussex Countian, Milford Beacon, Smyrna/Clayton Sun-Times and Hockessin Community News.

Established in 1974, the Dover Post publishes on Wednesdays and is the flagship paper of the group. The publication strives to couple hard-hitting watchdog reporting on local municipal governments and school districts with nuanced human-interest pieces that put a face on the people working so hard to make Dover a great place to live, work and play. From stand-out athletes to local musicians to business and civic leaders, if they’re important to Dover, they’re important to the Dover Post.

Like the sundial that graces the cover each and every Wednesday, the Smyrna/Clayton Sun-Times, founded in 1854, strives to be the area’s singular source for reliable, hyper-local community news. Whether it’s town hall or the halls of Smyrna High School, the Sun Times is always there to deliver the news that matters most to those who call the Smyrna and Clayton area home.

Serving Georgetown and its outlying areas since 1886, the Sussex Countian publishes each Thursday with hyper-local coverage of municipal news, the civic community and our schools. From the captain of the wrestling team to local church leaders, the Countian seeks to highlight those truly making a difference in central Sussex County.

Since 1868, the Middletown Transcript has chronicled the ever-changing landscape of the Middletown-Odessa-Townsend area. From the football field to our local farms and from the St. Georges Bridge to Silver Lake Park, the Transcript has Delaware’s fastest growing region covered each and every Thursday.

Established in 2003, the Milford Beacon strives to be a valued source of high-quality news about the Garden City of the Two Counties each Wednesday. From municipal affairs to education and from business to sports, the Beacon is Milford’s top source for local news that matters.

Published every Friday, the Hockessin Community News was established in 1966 and strives to offer forward-looking community-oriented news that spotlights the events and people that make Hockessin and Pike Creek such great places to call home. The publication provides civic-minded news and information for its readers, from coverage of parades and festivals to civic meetings and the school board updates.

We offer a comprehensive selection of quality digital and print products to help grow your business.
As part of GateHouse Media, we offer a diverse and growing portfolio of resources to serve your marketing needs locally, regionally and nationally.
**Total Annual Consumer Spending**

$15.3 Billion

<table>
<thead>
<tr>
<th>Key Consumer categories</th>
<th>Expenditure (in millions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel and Services</td>
<td>$729</td>
</tr>
<tr>
<td>Contributions</td>
<td>$674</td>
</tr>
<tr>
<td>Education</td>
<td>$519</td>
</tr>
<tr>
<td>Food at Home</td>
<td>$1,547</td>
</tr>
<tr>
<td>Food Away from Home and Alcohol</td>
<td>$1,125</td>
</tr>
<tr>
<td>Health Care</td>
<td>$2,094</td>
</tr>
<tr>
<td>Household Furnishings &amp; Appliances</td>
<td>$526</td>
</tr>
<tr>
<td>Housing Related Expenses</td>
<td>$2,582</td>
</tr>
<tr>
<td>Personal Care Products and Services</td>
<td>$379</td>
</tr>
<tr>
<td>Pet Expenses</td>
<td>$215</td>
</tr>
<tr>
<td>Sports &amp; Entertainment</td>
<td>$1,274</td>
</tr>
<tr>
<td>Transportation &amp; Auto Expenses</td>
<td>$2,937</td>
</tr>
</tbody>
</table>

2017 Nielsen - State of Delaware

We will help you increase your sales.
Print & digital newspaper delivers 6 out of 10 shoppers.

**Print & Digital Reach**
- 60% of Total Adults
- 59% of Men
- 60% of Women
- 55% of Adults Age 18-54
- 67% of Adults Age 55+
- 66% of College Educated Adults
- 54% of High School Graduates
- 54% of HHI under $50,000
- 65% of HHI $50,000+
- 63% of Homeowners
- 55% of Families with Children in the Home

Scarborough USA+ 2016 R1, National average; INA+ Audience (weekly print, monthly digital)

**Digital Traffic**

<table>
<thead>
<tr>
<th>Website</th>
<th>Page Views</th>
<th>Unique Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>doverpost.com</td>
<td>246,200</td>
<td>64,600</td>
</tr>
<tr>
<td>scsuntimes.com</td>
<td>146,900</td>
<td>20,900</td>
</tr>
<tr>
<td>sussexcountian.com</td>
<td>46,200</td>
<td>13,100</td>
</tr>
<tr>
<td>middletowntranscript.com</td>
<td>150,100</td>
<td>34,000</td>
</tr>
<tr>
<td>milfordbeacon.com</td>
<td>29,100</td>
<td>8,000</td>
</tr>
<tr>
<td>hockessincommunitynews.com</td>
<td>39,700</td>
<td>12,800</td>
</tr>
</tbody>
</table>

We are the **one source** for your customized solution.

**PRINT PRODUCTS**
We offer a large variety of print products and other creative solutions to grow your business:
- Premium Placement
- Special Sections
- Magazines
- Total Market Coverage
- Polybags

**DIGITAL SOLUTIONS**
doverpost.com
scsuntimes.com
sussexcountian.com
middletowntranscript.com
milfordbeacon.com
hockessincommunitynews.com
ThriveHive

**We deliver**
shoppers to your business.
Leverage the Power of Promotions!

Promotions provide the strength of integrated media with high engagement and database growth.

Promotional Marketing mixes traditional advertising with the new, resulting in multiple consumer touch points across all platforms.

By running promotions, you'll generate revenue and excite your audience, while building your email database with new users for future campaigns.

Promotions provide an incentive for customers to engage with your brand on even a deeper level.

**TYPES OF PROMOTIONS:**

- Ballots
- Sports Pick ‘Ems
- Sweepstakes
- Photo/Video Contests
- Quizzes

Sharing via social media, contests today enable an amplification of your marketing message.

Promotions need to be part of every business’ marketing toolkit!

- **QUALIFIED LEADS**
  - Keep your sales funnel full. Quality is just as important as quantity and promotions allow you to qualify leads by targeting a niche audience resulting in greater ROI.

- **EMAIL DATABASE**
  - Promotions help you build a robust database and is something YOU own. Email is effective at reaching customers and driving sales and is the #1 driver in digital conversions.

- **COLLECT RICH DATA**
  - Promotions is one of the best ways to capture data on customers. They provide simple ways to build rich consumer profiles, helping you understand the interests of your customers.

- **SOCIAL FOLLOWING**
  - Promotions allow you to connect directly with your audience, building relationships with your community. A larger social database brings opportunities for continued engagement.

- **AUDIENCE ENGAGEMENT**
  - Promotions require activation, which motivates customers to take a specific action. Contests supercharge your advertising, making it more effective by getting people involved.
Web Redesign  The Best Local News Site Just Got Better

NEW DESIGN = BETTER USER EXPERIENCE & INCREASED AD IMPACT

► What is it?
It’s the latest move in our digital evolution to meet the needs of readers and advertisers. Still the main source of digital news in the area and a key part of our community - we’ve totally rebuilt the site with a fresh new design!
But more than just a redesign, the website has been totally rebuilt to improve navigation, increase consumption of content by users and deliver great value to advertisers.

► What’s new?
Integrated advertising opportunities throughout the site
• A less cluttered environment for a better user experience
• Increased visibility for your messages
• Easier navigation to encourage more time on site
Your message is seen by users on any device so you’ll reach them wherever they are.

► Why do you need it?
Our site delivers high-value, trusted content that engages our growing community of loyal readers. Your message appears in the ideal environment and is seen by consumers in your backyard.

Get started today!
Contact your representative for current rates and additional details.

ADS LOAD AS USERS SCROLL THROUGH THE PAGE
#IMPRESSIONS = #VIEWS!

HIGHER IMPACT AD UNITS
+ FRESH, CLEAN ENVIRONMENT
+ CROSS PLATFORM PRESENCE
= POWER FOR YOUR BUSINESS!
Digital marketing solutions for local businesses

About ThriveHive
ThriveHive empowers local business owners to take charge of their growth, combining human guidance with easy-to-use technology to make marketing more understandable, effective and affordable. ThriveHive serves as a trusted online expert, offering a unique blend of leading-edge technology and high-quality digital advertising services for small and mid-sized businesses.

Why ThriveHive
Our expert team of 300+ professionals are committed to your business success. We understand that you have many options when looking for a digital marketing company to expand your online presence, and we offer the help and results that make it easy to choose us — and stay with us.

ThriveHive at a Glance

Unparalleled reach. Backed by GateHouse Media, ThriveHive reaches over 22 million people across the country, expanding your audience more than ever before

Google AdWords Premier Partner. We’re part of a select group of strategic partners that meet Google’s most stringent eligibility and training requirements, including proven expertise and years of experience in delivering high-performing AdWords campaigns

Dedicated advisors committed to your success. ThriveHive’s dedicated digital marketing team works to build stronger communities by driving the success of local small business

Industry expertise. With established relationships with digital leaders like Google and Facebook, we have the experience to build marketing solutions to help your business keep up with the competition

An extension of your team. We know your time is valuable - that’s why we do the work for you, planning and executing successful marketing strategies that let you get back to running your business

Tailored service. We customize our services based on your business needs to provide the most effective solutions that fit your budget

Transparent results. We believe in complete transparency, providing you with measurable results through a 24/7 results dashboard

Full suite of Digital Marketing Solutions including:

- Guided Marketing Platform
- Display Advertising
- Social Media Marketing
- Searching Engine Marketing
- Search Engine Optimization
- Email Marketing
- Better Website
- Local Listings Builder

Customized digital advertising solutions also available

www.thrivehive.com
Creative Solutions  Solutions to Build Your Brand and Your Business.

Who are we?
Creative Solutions is a full-service creative agency within GateHouse Media

Our award-winning designers specialize in creating ads that help you dominate the space, both digital and print.

Dominate our website with the totally immersive EDGE Unit.

Dominate the homepage or section front ad space with a Site Takeover

Both Magazine and Newspaper ads

Standard Digital Ads

EXTRAORDINARY RESOURCES
Available only to UF grad students, faculty and staff.
24 hour on call maintenance, safety and security features.
To learn more go to www.thetraditiongrads.com
LUXURY STUDENT LIVING
additionally, Creative Solutions creates marketing materials including sales collateral, inserts, posters, newsletters and brand identity to reach your consumers.
GateHouse Media Delaware delivers more than just the news to our community - it provides high-quality journalism and ongoing support for the businesses and organizations that make a difference in Delaware’s communities.

Nobody delivers like GateHouse Media Delaware.

How to Reach Us

doverpost.com | sesuntimes.com | milfordbeacon.com
1196 S Little Creek Road • Dover, DE 19901
(302) 678-3616

middletowntranscript.com | hockessincommunitynews.com
24 W Main Street • Middletown, DE 19709
(302) 378-9531

sussexcountian.com
13 S Front Street • Georgetown, DE 19947
(302) 856-0027