



FingerLakes1.com, Inc.

DISPLAY ADVERTISING

2011 Programs & Specifications

Updated 1/3/2011

FingerLakes1.com, Inc.
97 Cowing St.
Seneca Falls, NY 13148

315.712.0104
contact@fingerlakes1.com

FingerLakes1.com Display Advertising: *The Obvious Choice*

In 2010, FingerLakes1.com received **4,575,891 visitors** who viewed a total of 20,682,111 pages on our website. The average visitor stayed on our site for nearly 9 minutes.* We're the most popular local destination of Finger Lakes area residents on the Internet.

To reach our growing user base, we offer local businesses and organizations tremendous value through our successful display advertising programs.

Our advertisements are full color and animated. Design of your ad graphic is free. When a user clicks on your ad, they are taken directly to your website. We track views and clicks giving you accurate feedback. Your campaign will be optimized for success by our experience design and marketing professionals.

We display these ads on our homepage and most popular interior pages with options to fit almost any budget. For a fraction of the price you can expect to pay for a traditional media buy, we can offer you top level promotion to more local consumers, 24 hours a day, seven days a week.

When compared to radio or newspaper advertising, we're a no-brainer. Save your money, be progressive & successful, **advertise online with FingerLakes1.com!**

WE CURRENTLY SUPPORT THE FOLLOWING AD FORMATS:

728x90 pixel display banners

300x250 pixel feature tiles

160x600 skyscraper display ads

200x200 pixel display tiles



* All website traffic statistics in this document recorded & reported by Google Analytics

728x90 Pixel Display Banners



Finger Lakes Partners Insurance
AUTO - HOME - BUSINESS
Great Service - Incredible Rates



FOXDEALERSHIPS.COM
See our entire *NEW & USED* Inventory

UPCOMING TRIPS

by Finger Lakes Limousine


Starting @ **\$20.00** per person

Casinos
Football Trips
Hockey Trips
Baseball Trips
New York City

Mike Barnard Rt. 31 West Newark, NY (315) 331-1010

SEARCH OUR INVENTORY ONLINE

30 Years!
That's how long Mike Barnard has been there for YOU!



SENECA FALLS SAVINGS BANK
Generations of service, since 1870!

Now With **8 Locations** To Serve You



TOYOTATHON Our Biggest Event of the Year!

0% APR for 60 Months On 9 Models!
[Click Here](#)



KOCH Collision Center 315-568-6390
2153 Rt. 5 & 20 Seneca Falls, NY



- Fast, Courteous Service
- Free Estimates
- Free Loaner Car

We Will Meet Or Beat Any Competitors Price!



Super Jeweler
Quality • Value • Jewelry • Friendly • Low Prices



CLEARANCE JEWELRY 85% Off!

300x250 Pixel Feature Tiles

The Hotel Clarence Presents

DIVINE

KITCHEN & BAR

SUNDAY BRUNCH

Starting September 27th ~ Serving 11am-4pm

Carving Station (Prime Rib / Leg of Lamb)
 Omelet Station, Fresh Breakfast Bakeries
 Grilled Salmon, Brioche French Toast
 Seasonal Vegetables, Poached Eggs Benedict

4 & Under Eat Free / 5-10 only \$12.95 / 10 & Over \$18.95

PETER KOCH

CHRYSLER - DODGE - JEEP

We're Moving Our Vehicles to
 the PETRO Travel Center
 1255 Rt. 414, Waterloo (at Thruway Exit 41)

TENT SALE

April 23rd, 24th, 25th, 2009

TRADE IN PAYOFF GUARANTEE
 We'll Pay It Off,
 No Matter How Much
 You Owe!⁽²⁾

SAVE THOUSANDS OFF ORIG. MSRP

Please vote for

Barry Porsch



for Seneca County
 District Attorney --
 the only local candidate.

To see a Video Message from Barry, [click here.](#)

Smiles With style

Rodney D. Littlejohn, D.D.S., P.C.
 Orthodontics Exclusively

www.littlejohnortho.com
 (315)539-9276

VALENTINE'S DAY

Saturday, February 14th

Some of this year's Features:



ROMANTIC ROSES:
 Your Valentine will be delighted to see a beautiful vase of 12 long-stemmed roses, the perfect "I love you" flowers.

Sinicropi Florist & Gift Shop



Seneca Community Players Present...

Unnecessary FARCE

Two cops. Three crooks. Eight doors. Go.
 By Paul Slade Smith Directed by Steve Mitchell

May 21, 22, 23 & 24 **Curtain 8 pm (2 pm Sun)**
 Delavan Theater, NYCC

160x600 Skyscraper Display Ads



DISTINCTIVE
Weddings Today
EXCEPTIONAL
Memories Tomorrow

*Three Brothers Winery
is now booking weddings
for 2010. We can
accommodate events
up to 250 people.
Ceremonies & Reception
held on site.*

[Click here for more info](#)

Photo by Orion Photography



interlakes orthopaedic surgery

Sports Medicine & Surgery

Joint Surgery & Replacement

Spinal Treatment & Surgery

Fracture Care Diagnosis
& Treatment

Foot Treatment & Surgery

[Click here to find out more!](#)

interlakesortho.com



Good Food
and
Fun Times
can create a
great recipe for
a happy life.

" ...do travel to
Seneca Falls
and Henry B's the
next time you want
a unique dinner
experience! "

- Pat Ernst Dugan,
a culinary consultant,
teacher and
personal chef,
and the owner of
Chez Pat in Corning.

200x200 Pixel Display Tiles



Home of the world's best
Bleu Bayou Wings

315-539-9300 ~ Seneca Falls
Lunch: Monday - Friday 11am-2pm



2006 Ford
Mustang **\$15,995**
+ TAX & DMV
Pony Convertible
22k Miles ~ Fresh Arrival ~ Click Here!

Lucchesi Auto Sales
Seneca Falls, NY

315-712-0000



Little Italy
Liberty Plaza
Seneca Falls

Dine In ~ Pick-Up
Delivery



Red's Place
Downtown
Seneca Falls



**Happy Hour
w/ Hamilton**



Bull's Run



GRILLE & ALEHOUSE,
LLC

Family Birding Adventure
SATURDAY, MAY 8th
1:30 - 4:00 pm
\$5 per child
Stanton Meadows
Education Center

To Register
Call 539-5624



TOP LEVEL BANNER ROTATION

Run-of-site rotation including front page impressions. Our most popular program!

\$599.99 / month

Get front page, top level exposure on the most popular website in the Finger Lakes.

Put your business or organization in front of our 4.5 million annual website visitors! (average of just under 14,000 visits / weekday*)

Our only SITEWIDE program. Put your business' message in a rotation at the top-center of our homepage and most of the interior pages of our site.

A rotation of only 15 banners. You share the cost of top level exposure with 14 other advertisers. Only 15 slots available!

Program Specifications:

Ad Size	728x90 pixels	Impressions*	50,000 / month
Ad Creation Set-Up Fee	No charge (.swf format \$60 design fee)	Format	.gif / .jpg / .swf
Ad Changes	Change your ad monthly at no charge. Additional ad changes \$60.	Current Specials	Purchase 12 month run and receive 1 month free.
Link	To your website, video or a display page we create		
Minimum Run	3 Months		

* Traffic/Impression Estimates or Reports based on average weekday statistics for 2010 reported by Google Analytics.

Front Page Tile Rotation

Put your business on the front page of the most popular website in the Finger Lakes!

Only \$299.99/month!

An incredible value for front page, top of the fold exposure.

Put your business or organization in front of our 4.5 million annual website visitors! (average of just under 14,000 visits / weekday*)

A rotation of 15 advertisers. You share the cost of front page exposure with 14 other businesses. Only 15 slots available!

Program Specifications:

Ad Size	200x200 pixels	Impressions*	28,000 / month
Ad Creation Set-Up Fee	No charge (.swf format \$60 design fee)	Format	.gif / .jpg / .swf
Ad Changes	Change your ad monthly at no charge. Additional ad changes at \$60.	Current Specials	Purchase 12 month run and receive 1 month free.
Link	To your website, video or a display page we create		Purchase an additional 200x200 interior tile ad placement for 50% off. (must be same graphic).
Minimum Run	3 Months		

* Traffic/Impression Estimates or Reports based on average weekday statistics for 2010 reported by Google Analytics.

Front Page News Feature Rotation

Put your business on our front page in a striking skyscraper graphic next to our most viewed content... our latest headline news feed!

\$599.99/month

An incredible value for such a significant footprint on our front page. Your ad will be placed in a rotation with only 4 other ads.

Put your business or organization in front of our 4.5 million annual website visitors! (average of just under 14,000 visits / weekday*)

The top quarter of this 160x600 promo graphic will appear above the fold enticing our visitors to see more when they scroll down to check the top local & world news of the moment.

Program Specifications:

Ad Size	160x600 pixels	Impressions*	80,000 / month
Ad Creation Set-Up Fee	No charge (.swf format \$60 design fee)	Format	.gif / .jpg / .swf
Ad Changes	Change your ad monthly at no charge. Additional ad changes at \$60.	Current Specials	Purchase 12 month run and receive 1 month free.
Link	To your website, video or a display page we create		
Minimum Run	2 Months		

* Traffic/Impression Estimates or Reports based on average weekday statistics for 2010 reported by Google Analytics.

Front Page Feature Promotion

The most impact and value for promoting your next big local event or special sale!

\$199.99/day

We put your 300x250 promo in the front center of our homepage in a spot where it is impossible for any of our almost 14,000 daily visitors* to miss!

Perfect for getting the word out about your big sale, grand opening, special time sensitive deal, ticket sales, etc. The ultimate local event promotional tool!

We only run one promo per day in this slot so reserve early for your next big event!

Program Specifications:

Ad Size	300x250 pixels	Impressions*	13,000 – 16,000 / day
Ad Creation Set-Up Fee	No charge for first ad (.swf format \$60 design fee)	Format	.gif / .jpg / .swf
Daily Ad Run	Ads start at 12:00 am and end at 11:59 for reserved day runs.	Current Specials	Purchase 3 or more days and get the day of your event free (ad will run through your event end time)
Link	To your website, video or a display page we create		
Minimum Run	2 Days		

* Traffic/Impression Estimates or Reports based on average weekday statistics for 2010 reported by Google Analytics.

Interior News Page Sponsorships

Get a high-profile placement on a page suited to your specific target audience.

Prices vary per page. See chart on next page.

We put your 300x250 promo in the front center some of our most popular interior pages.

Pick the page that best suits your target audience by interest and/or location.

We only run one sponsor per page, First come, first served!

Program Specifications:

Ad Size	300x250 pixels	Impressions*	Varies by page. See chart on following page.
Ad Creation Set-Up Fee	No charge for first ad (.swf format \$60 design fee)	Format	.gif / .jpg / .swf
Ad Changes	Change your ad monthly at no charge. Additional ad changes at \$60.	Current Specials	Purchase 12 month run and receive 1 month free.
Link	To your website, video or a display page we create		
Minimum Run	6 months		

* Traffic/Impression Estimates or Reports based on average weekday statistics for 2010 reported by Google Analytics.

Interior News Page Sponsorships List

<i>Top Level News Pages</i>	<i>Rate</i>	<i>Est. Monthly Impressions*</i>
Local & World News	\$499.99/month	72,000
Local Weather Center	\$499.99/month	72000
Sports Page	\$299.99/month	30000
Life, People & Places	\$299.99/month	28000
Business Page	\$99.99/month	6,000
Technology Page	\$59.99/month	2000
<i>Get Local County Pages</i>	<i>Rate</i>	<i>Est. Monthly Impressions*</i>
Cayuga County	\$199.99/month	15000
Ontario County	\$299.99/month	25,000
Seneca County	\$299.99/month	25,000
Wayne County	\$199.99/month	15000
Tompkins County	\$99.99/month	6000
Yates County	\$199.99/month	18000
Rochester Area	\$99.99/month	3,000
Schuyler County	\$99.99/month	4,000
Southern Tier	\$99.99/month	4,000
Syracuse Area	\$99.99/month	3,000

* Traffic/Impression Estimates or Reports based on average weekday statistics for 2010 reported by Google Analytics.

Interior Page Tile Rotations

An affordable, targeted, long-term, effective promotional opportunity.

\$124.99 / month

We put your 200x200 promo in a rotation with 30 advertisers on most of the interior pages of our site.

Ads appear in full color above and/or near the fold on the right side of many of our interior pages in groups of 2 or 3.

A low cost way to ensure consistent branding and promotion of your business throughout the year.

Program Specifications:

Ad Size	200x200 pixels	Impressions*	About 1,000 impressions/day
Ad Creation Set-Up Fee	No charge for first ad (.swf format \$60 design fee)	Format	.gif / .jpg / .swf
Ad Changes	Change your ad bi-monthly at no extra charge,	Current Specials	Run 2 different tiles in this rotation for a total of only \$149.99 (a 50% savings on the second placement!)
Link	To your website, video or a display page we create		
Minimum Run	6 months		

* Traffic/Impression Estimates or Reports based on average weekday statistics for 2010 reported by Google Analytics.

Tiles for this program will appear on the following interior pages of our website:

Local & World News, Weather Center, Sports Page, Life & People, Business, Technology, Cayuga Get Local, Ontario Get Local, Seneca Get Local, Schuyler Get Local, So.Tier Get Local, Tompkins Get Local, Wayne Get Local, Yates Get Local, Rochester Area Get Local, Syracuse Area Get Local

FingerLakes1.com Media Profile

Traffic & User Statistics

Period: *December 1, 2009 – November 30, 2010* [Tracking & Reports by Google Analytics](#)

Total Visits: **4,568,937** Visits Per Day (Weekday): **13,896**

Unique Visitors/Month: **57,982** Average Time on Site: **9:04**

Traffic Sources	Direct	2,210,408.00 (48.38%)
	Referring Sites	1,697,620.00 (37.16%)
	Search Engines	0,660,902.00 (14.47%)

Geographic Targets

PRIMARY COUNTIES SERVED:

Cayuga, Ontario, Schuyler, Seneca, Tompkins, Wayne, Yates

ALSO INDEXING:

Chemung, Livingston, Madison, Monroe, Onondaga, Orleans, Oswego & Steuben

Membership Statistics

Current Registered FL1 Members (General Site Membership): 13,914 (As of 12/1/10)

Current Registered User Accounts (Online Community Forums): 9,170 (As of 12/1/10)

Content & Services at www.FingerLakes1.com

Local News Database	News indexed six times daily from over 40 local sources
Local News Publishing	Breaking news, press releases & police reports you'll find at FL1 first
Exclusive Local Content	Exclusive daily local photography, columns, video features & reporting
Local Weather Info	Local forecast, radar images, weather warnings & advisories, closings & delays
Community Forums	Message board w/ 1000,s of new posts daily, "The Voice of the Finger Lakes"
Contests & Giveaways	Season-long NFL Pick 'Em, March Madness Contest, Great Prizes
Local Video Index	Video roll of all new, local videos posted to YouTube or produced by FL1
Sports Coverage	SU Football & Basketball, High School Sports, Cornell, Hobart, R.I.T. & More
Online Classifieds	Free and paid listings, dozens of local ads in over 40 categories
Blogs	Collection of local blogs from local writers and organizations
Community Calendar	A database of hundreds of local events annually, submitted by our members
Website Directory	Collection of links to local websites by category and/or location
Web Cam Central	Index of dozens of live, Finger Lakes area web cams
Puzzles & Games Page	Collection of online arcade games & puzzles including our daily crossword
FL1 Maps	Get driving directions or locate businesses (w/ contact info) across the region
More Local Information	Movie Times, TV Listings, Obituaries, Lottery, Scanner Feeds, Horoscopes
Get Local Pages	Pages w/ news, media & info customized for each county in our coverage area
Social Networks & Mobile	Follow FL1 on Twitter & Facebook or on your phone at mobile.fingerlakes1.com