

mobile site and apps

Average of 168,773 monthly page views on our mobile and news apps.

The Missoulian is mobile and fits in your pocket. Take the leading source of news and information to go on your mobile phone with our mobile site or download our apps for iPhone and Android. Griz Sports, Prep Sports, Ravalli Republic and Pioneer League baseball are all applications available free for download from the Missoulian. Advertise on our mobile site and apps and reach our growing number of users.



online advertising

2012

visible | effective | interactive



Contact your advertising consultant for more information

406.523.5223

or advertising@missoulian.com

500 South Higgins - Missoula, Montana 59802

Classified Advertising	406-721-6200
News Department	406-523-5240
Circulation Department	406-523-5280
Accounting Department	406-523-5345
Obituaries	406-523-5267
Ravalli Republic	406-363-3300

classifieds@missoulian.com
newsdesk@missoulian.com
circulation@missoulian.com
rfbillings@lee.net
newsdesk@missoulian.com
ravallirepublic.editor@lee.net

missoulian.com
Missoulian
Every minute. Every day.
www.missoulian.com

The Missoulian is the #1 most-visited local website in western Montana with more than **536,904* visits per month.**

*Omniture online data: October 2010 – September 2011. Omniture is the highest graded online traffic measurement in the industry.
www.omniture.com

bright ideas



The Missoulian is your source for digital marketing solutions. Reach our unparalleled audience with your marketing message in a range of products. Effective and relevant – we offer a full suite of digital products, including online video advertising, banner ads on Missoulian.com and our mobile site and applications, home page takeover ads, Yahoo behavioral targeting capability, Today's Deal, SEO and SEM, social marketplace, website design and marketing, plus e-mail marketing.

Demographics

The Missoulian.com audience is too large and attractive to ignore.

Male	44%
Female	56%
Median age	38

Household Income

Missoulian.com reaches a large audience with high discretionary income.

\$30k-\$60k	23%
\$60k-\$100k	13%
\$100k+	47%

Missoulian.com is the primary source for local and community news. No other websites come close to delivering the depth of news and information in one interactive environment. Advertise today on Missoulian.com and see results from the region's premier online news provider.

Average monthly impressions	4,361,563
Average monthly unique visitors	536,904
Average unique daily visitors	31,707
Average pages per visit	4*

*Quantcast online data:
October 2010-September 2011.
www.quantcast.com

Local News and Information in Real Time

Big Ad - 300x250	\$20/thousand
Run of Site Big Ads	\$15/thousand
Leaderboard - 728x90	\$20/thousand
ROS Leaderboard - 728x90	\$20/thousand
Weather Sponsor includes 728x90 on Weather Page	\$1,000/month
Tile Ad	\$10/thousand
Tower Ad	\$30/thousand

missoulian.com
online ad sizes

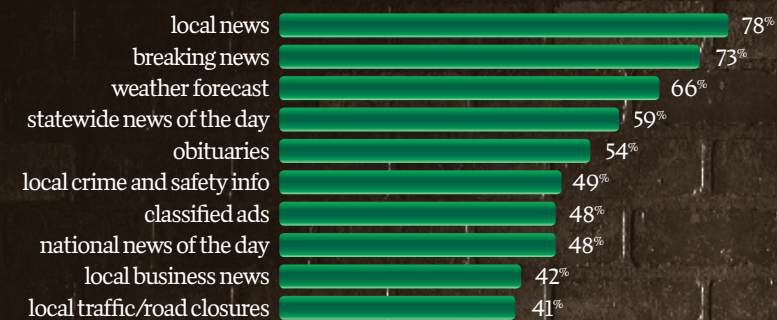
Tile Ad
120x90
pixels

Big Ad
300x250
pixels

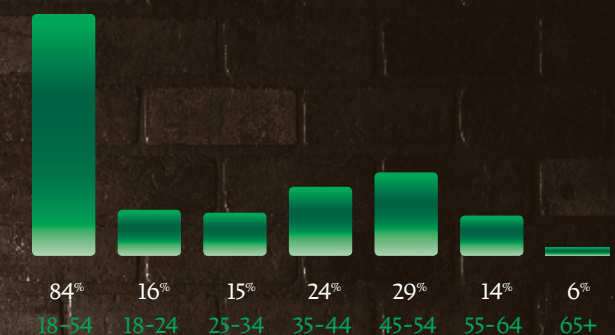
Power Ad
160x600
pixels

Leaderboard
728x90
pixels

top 10 pages of interest*



key age groups*



*Omniture online data: October 2010 – September 2011.