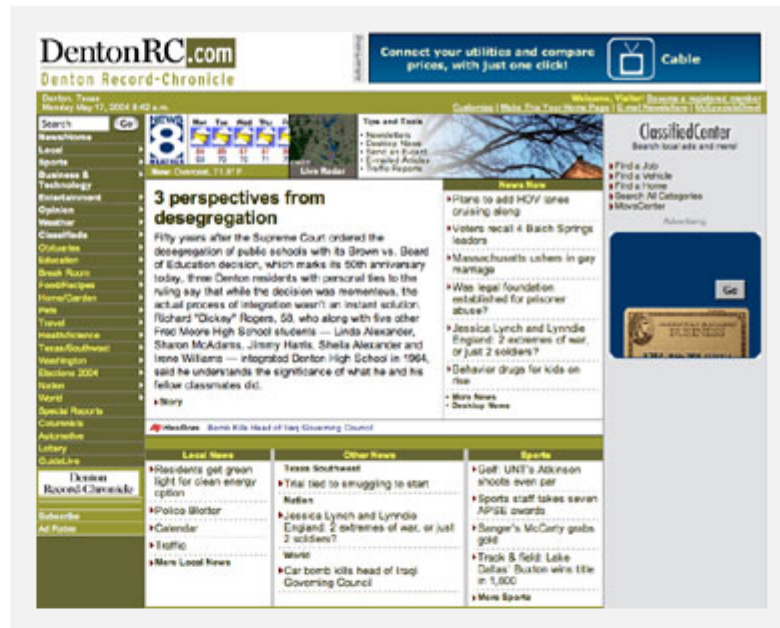


DentonRC.com

Denton, Texas - Texas Region

DentonRC.com is the web site affiliated with The Denton Record-Chronicle in Denton, Texas. It provides local news, sports, entertainment, classified listings, and more.



Statistics

Month	Page Views	Visitors
9/30/05	1,424,710	110,571
8/31/05	1,463,884	102,103
7/31/05	1,315,291	90,314

Demographics

Age Range

18 - 24	13%
25 - 34	23%
35 - 44	22%
45 - 54	19%
55 +	23%

Gender

Female	55%
Male	45%

Family Income

< 20K	20%
20K - 35K	15%
35K - 50K	15%
50K - 75K	18%
75K - 100K	14%
100K+	18%

The Marketplace

- More than one out of two (58.4%) of all Dallas/Ft. Worth adults logged onto an online service or the Internet during the past 30 days.
- The median adult age in D/FW is 40, while the media household income is \$56,800.
- The Denton County population is 528,950. North Texas Council of Governments.

Source: The Media Audit, 2004

Monthly Fixed Home Page Sponsorships

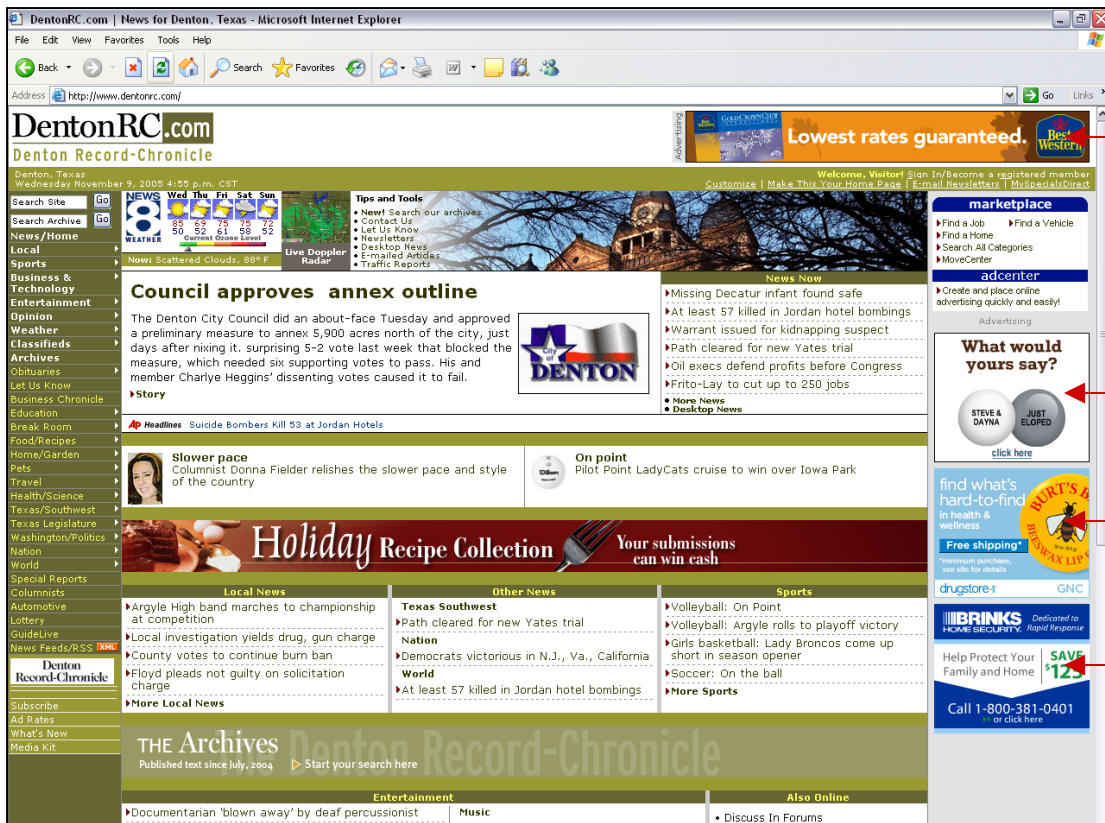
The Home page of DentonRC.com receives an average of 250,000 Page Views each month!

Home Page Packages

- Top 1 (468x60) Banner : \$4,500 Monthly
- Position 1 (180x150) Tile : \$1,500 Monthly
- Position 2 (180x150) Tile : \$1,500 Monthly
- Position 3 (180x150) Tile : \$1,500 Monthly

Price includes cost of creative and creative generally takes 5 business days.

Receive a 7% discount on a 6 month agreement or 15% discount on a 12 month agreement!



Banner
Top 1

Tile
Position 1

Tile
Position 2

Tile
Position 3

Monthly Fixed News Page Sponsorships

The News pages of DentonRC.com receive an average of 180,000 Page Views each month!

News Page Packages

- Top (728x90) Super Banner : \$3,000 Monthly
- Position 1 (180x150) Tile : \$1,000 Monthly

Price includes cost of creative and creative generally takes 5 business days.
Receive a 7% discount on a 6 month agreement or 15% discount on a 12 month agreement!



Super Banner Top

Tile Position 1

Monthly Fixed Sports Page Sponsorships

The Sports pages of DentonRC.com receive an average of 65,000 Page Views each month!

Sports Page Packages

- Top (728x90) Super Banner : \$1,000 Monthly
- Position 1 (180x150) Tile : \$500 Monthly
- Position 2 (160x600) Tower : \$750 Monthly

Price includes cost of creative and creative generally takes 5 business days.

Receive a 7% discount on a 6 month agreement or 15% discount on a 12 month agreement!

The screenshot shows the DentonRC.com Sports page layout. At the top, there is a navigation bar with the site logo and date. Below this is a large blue banner advertisement for American Express, which is labeled as the 'Super Banner Top'. The main content area features several articles, including 'Bledsoe must hand it to defense' and 'Volleyball: On Point'. To the right of the main content is a 'More Sports' section with a list of links to various sports news items. At the bottom of the page, there is a 'SPORTSDAY HIGH SCHOOL FOOTBALL ZONE' section with current scores and a 'LEADERBOARD' section. On the far right, there is a vertical sidebar containing a 'marketplace' section, an advertisement for Vonage (\$24.99/month), and an advertisement for E*TRADE Securities LLC.

Super Banner Top

Tile Position 1

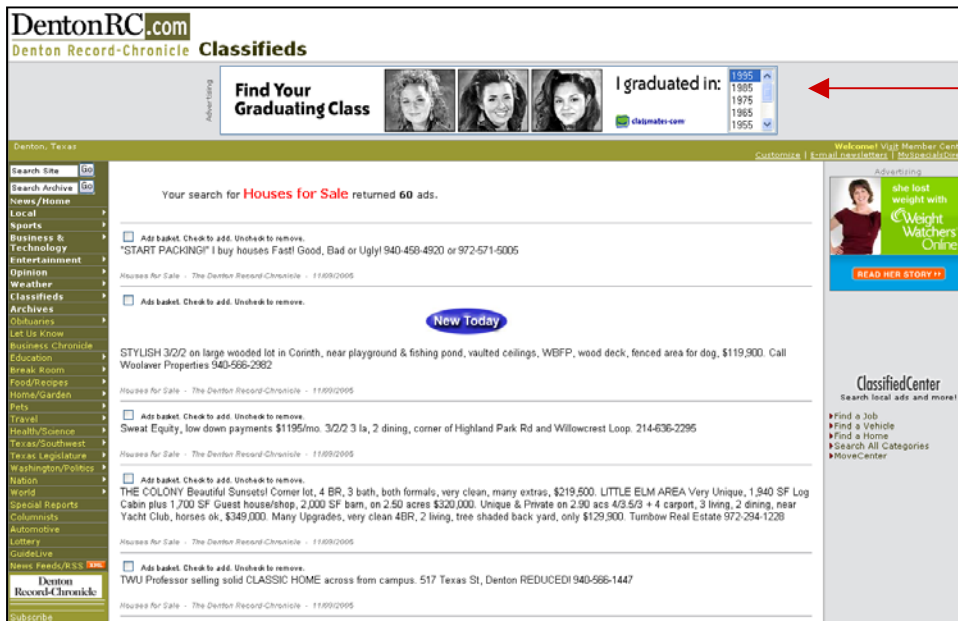
Tower Position 2

Monthly Fixed Real Estate Page Sponsorships

The Real Estate pages of DentonRC.com receive an average of 120,000 Page Views each month!

- Real Estate Page Packages
- Top (728x90) Super Banner : \$2,000 Monthly
- Position 1 (180x150) Tile : \$700 Monthly

Price includes cost of creative and creative generally takes 5 business days.
Receive a 7% discount on a 6 month agreement or 15% discount on a 12 month agreement!



Super
Banner
Top

Tile
Position 1

Floating Ads / Front Page Notes

Deliver impressions a reader can't miss on the home page.

-60,000 impressions
Delivered over 4 days \$2,000

-100,000 impressions
Delivered over one week \$3,000

Price includes cost of creative and creative generally takes 5 business days.



Splash Pages / Micro Sites

Support your campaign with an established click through.

Splash Page (one page website)

\$1,500

-Micro Site (up to 4 page)

\$4,000

Price includes cost of creative and creative generally takes 7 business days.





Contacts

The Denton Record-Chronicle

Retail Advertising
Office: 940-566-6858

Classified Advertising
Office: 940-566-6823
