

News for Locals.
By Locals.

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Version: 111424.V27



Hello!

I'm Laurie Sigillito, the owner of FASTSIGNS® Durango and founder and CEO of Local NEWS Network™.

As small business owners, my husband Jon and I struggled to effectively market our products and services to locals. Traditional advertising was more expensive and less effective. Digital advertising was a challenge to navigate and manage. And, we didn't know how to compete against national brands with larger budgets and savvy marketing teams.

That's when I purchased the DurangoTV local cable access station in 2014. And, five years later, I partnered with co-founder and COO, Bert Carder, to create Local NEWS Network. We are rebuilding local news, one town at a time, and creating a new marketing platform for local businesses to reach customers in their target market. We are now delivering local news and local ads in towns throughout Southwest Colorado and New Mexico.

In addition to delivering FREE news that matters, we help businesses, like yours, reach your target market with eye-catching video ads that tell your story and sponsorships that build your brand recognition. Additionally, your advertising dollars support the creation and distribution of relevant local news.

So, if you want to build your brand in the Four Corners and support your local community at the same time, please contact us today!

L. Sigillito

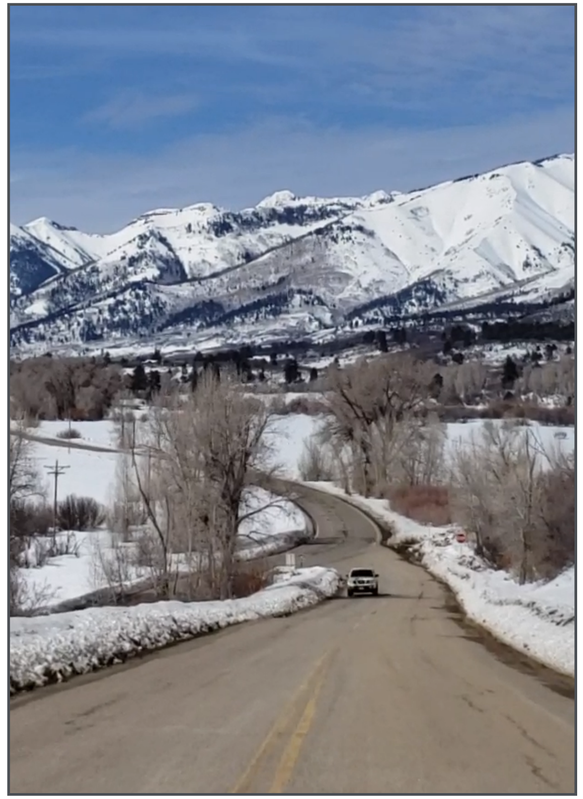
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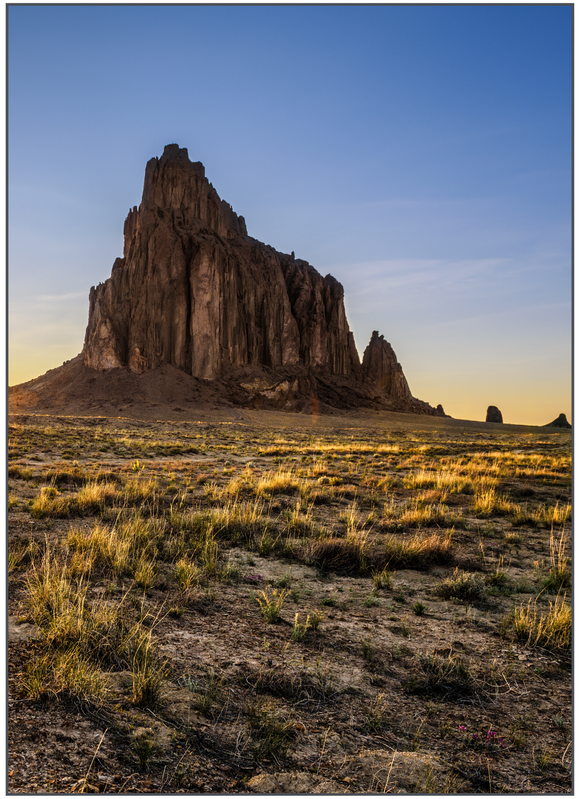
Local NEWS Network™ is in the Four Corners

We connect communities and businesses through **FREE** relevant local news that informs, educates, and inspires.

Durango



Farmington



Montezuma



Telluride



Durango Local News

News venues and monthly viewership

Digital Displays Around Town:

- Alpine Bank Crossroads
  – Lobby and Drive Thrus
- Dept of Motor Vehicles
  – 2 displays
- FASTSIGNS Durango
- Durango High School
- Animas High School
- Dunkin Donuts
- Freddy's Frozen Custard & Steakburgers
- FLC Whalon Gymnasium
- FLC Center for Innovation
- Happy Pappy's Pizza and Wings
- Durango Fitness - 2 Locations
- Jbo's Pizza and Ribs
- Kroeger's Ace Hardware
- PJ's Gourmet Market
- Purgatory Cable - Channel 3
- Serious Texas BBQ - South
- Sky Ute Casino Resort
  – Outside of 7 Rivers Restaurant
  – Entry to Event Center
- DRO Departure - 3 displays
- Wagon Wheel Liquors
- Durango Gelato, Coffee & Tea
  (in the Main Mall)

eNewsletter

Number of Subscribers: **10,000**

Average Monthly Distribution: **120,000**

Open Rate: **32%**

Website Impressions

Video Ads: **45,000**

Banner Ads: **36,000**

Video Views
(website, YouTube, Facebook)

57,000

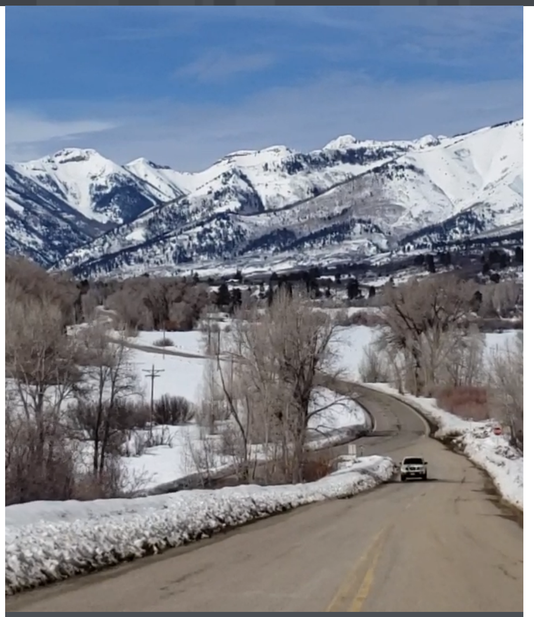
Ad Runs

Digital Displays: **6,500**

Website/Mobile App: **1,500**

Digital Display Impressions

300,000



Durango Contact Information

Website
DurangoLocal.news
DurangoDowntown.com

News Story Ideas
news@durangolocal.news

Sales
sales@durangolocal.news

Farmington Local News

News venues and monthly viewership

Digital Displays Around Town:

- 3 Rivers Brewing
- Distil Beer Wine and Spirits
- Artifacts 302 Cafe
- SunRay Park & Casino – 2 displays
- Boon's Thai BBQ
- Farmington Ace Hardware
- Chamber/SJC The Big Ideas Makerspace
- Man Cave Barbers
- Homes 2 Suites
- DRO Departure - 3 displays
- Purgatory Cable - Channel 3

eNewsletter

Number of Subscribers: **5,000**

Average Monthly Distribution: **60,000**

Open Rate: **28%**

Website Impressions

Video Ads: **9,500**

Banner Ads: **4,500**

Video Views
(website, YouTube, Facebook)

6,000

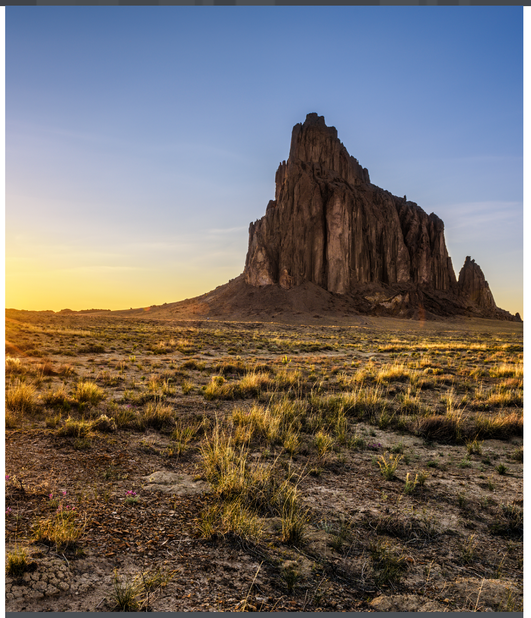
Ad Runs

Digital Displays: **8,000**

Website/Mobile App: **450**

Digital Display Impressions

45,000



Farmington Contact Information

Website
FarmingtonLocal.news

News Story Ideas
news@farmingtonlocal.news

Sales
sales@farmingtonlocal.news

Montezuma Local News

News venues and monthly viewership

Digital Displays Around Town:

- Cortez Airport
- Big O Tires
- Blondie's Trophy Room - 3 displays
- Cortez Public Library
- Keesee Motor Company
- Recreation Center
- Hospice of Montezuma
- DRO Departure - 3 displays
- Purgatory Cable - Channel 3

eNewsletter

Number of Subscribers: **1,300**

Average Monthly Distribution: **10,400**

Open Rate: **27%**

Website Impressions

Video Ads: **2,200**

Banner Ads: **1,707**

Video Views
(website, YouTube, Facebook)

3,000

Ad Runs

Digital Displays: **4,500**

Website/Mobile App: **250**

Digital Display Impressions

25,000



Montezuma Contact Information

Website
MontezumaLocal.news

News Story Ideas
news@montezumalocal.news

Sales
sales@montezumalocal.news

Telluride Local News

News venues and monthly viewership

Digital Displays Around Town:

- Telluride Airport – 4 displays
  - FBO waiting area
  - Main Terminal
  - Baggage Claim
  - Departure Area
- Sheridan Opera House
- Oak Beer, Bourbon and BBQ
- Telluride Distilling Company (Mountain Village)

eNewsletter

Number of Subscribers: **1,000**

Average Monthly Distribution: **4,000**

Open Rate: **47%**

Website Impressions

Video Ads: **26,000**

Banner Ads: **20,000**

Video Views
(website, YouTube, Facebook)

3,000

Ad Runs

Digital Displays: **9,000**

Website/Mobile App: **80**

Digital Display Impressions

13,000



Telluride Contact Information

Website
TellurideLocal.news

News Story Ideas
news@telluridelocal.news

Sales
sales@telluridelocal.news

What Our **Advertisers** Are Saying



"Our story was a great marketing tool for us. It was done very professionally. It highlighted our product really well and it told our personal story which helped clients relate to us.

We were able to share that on social media; it's probably one of our most engaged posts that we put out there. In addition, it's on our website to this day so it's a great contact that we can keep reusing and reusing so I'm a big fan of the Local NEWS Network."

— Colleen O'Brien
Owner and Business Manager

Watch more testimonials >>

Local NEWS Network Viewership

2,500,000

Digital Display Foot Traffic in Local Businesses and Establishments in the Four Corners

1,200,000

Video Views

(Website, YouTube, Facebook)

13,000

eNewsletter Subscribers

13,000

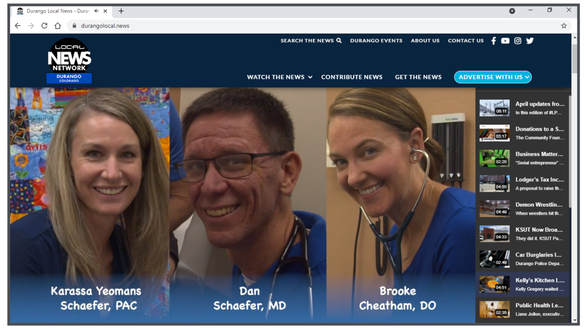
eNewsletter Subscribers

3 Ways to Advertise Your Business

Connect with customers and be seen by locals daily.

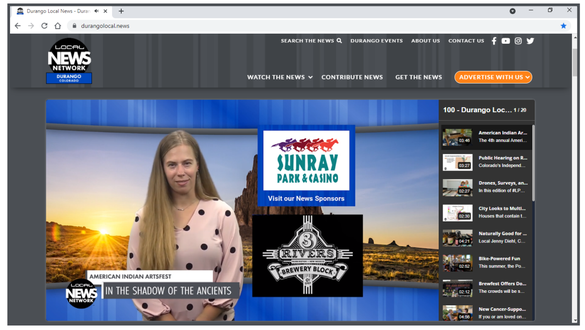
1 Video Advertiser

Tell your story with a 30-second video ad.



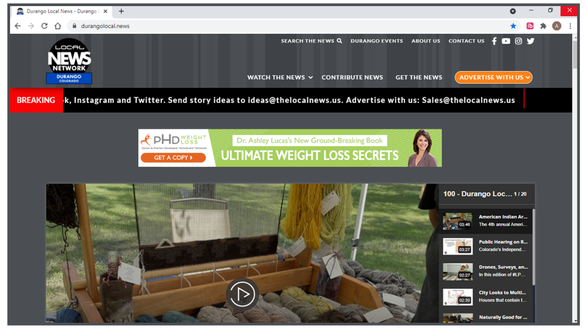
2 News Sponsor

The fastest, easiest way to build your brand.



3 Online Advertiser

Promote your business or upcoming event.



What Our **Advertisers** Are Saying



"Local NEWS Network is a wonderful resource that our community has available to us. It provides us with news stories that have a local focus, and gives businesses an opportunity to reach our community through a variety of advertising platforms."

— Karassa Yeomans Schaefer, PA-C
Whole Health Family Medicine Clinic

Watch more testimonials >>

Video Advertiser

Engage your targeted customers with eye-catching video ads.

Tell your story, brand your business, advertise an event.



Business Ad

Details:

Get maximum exposure by reaching locals as they journey throughout their day. Tell your story, brand your business, or advertise an upcoming event with a 15-30 second video ad campaign using your existing video or we can create one for you.

Website and Mobile App



1920x1080

50′ Digital Displays Around Town



1920x1080

Exposure:

Your ad is guaranteed to run a minimum of 960 times per month on our website, mobile app, and a minimum of 4 Digital Display venues in businesses around town.

See Examples >>

News Sponsor

The fastest and easiest way to get noticed

Increase your brand recognition and community support when you sponsor the news.



Details:

Send us your high-resolution logo and we will promote your business on all our venues and throughout your town on a daily basis.

Exposure:

- Your logo is featured and your business is mentioned in at least one local news story and eNewsletter.
- Your logo is turned into a 300x250 banner ad that rotates daily on the website and mobile app.
- Your logo is turned into 1920x1080 sponsor video that rotates hourly and daily on Digital Displays across our network prior to news story.
- Your business is tagged in social media posts for each local news story you are listed as a sponsor.
- Your business is mentioned and linked to your website on our podcasts for each local news story you are listed as a sponsor.

Website and Mobile App

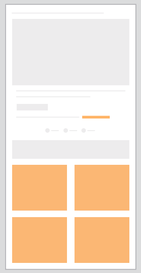


Embedded in news story



300x250

eNewsletter



300x250

All Digital Displays



1920x1080

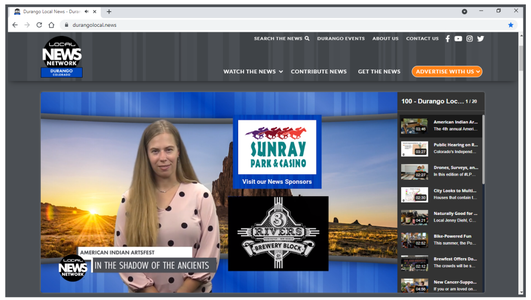
Social Media



See Examples >>

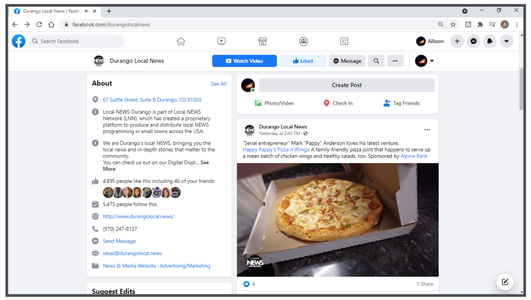
News Sponsor Exposure

New Stories



Your business name and logo is embedded in at least 1 local news story per month.

Social Media



Your business is tagged on social media posts for each story you sponsor.

eNewsletters



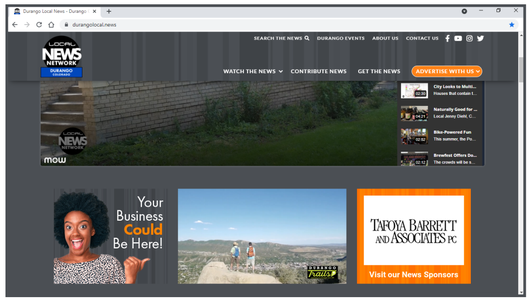
Your **Visit our News Sponsor** banner ad is featured in our eNewsletter.

Digital Displays



Your 10-second **Visit our News Sponsor** billboard rotates before our news stories on all digital displays.

Websites & Mobile Apps



Your **Visit our News Sponsor** banner ad rotates for a full month on our website and mobile app.

What Our **Advertisers** Are Saying



"Part of our mission is to really make a difference in our community. We see Local NEWS Network as a critical partner of ours that is supporting the community by providing news and important information in a new and fresh and interesting way. And we want to be a part of that."

- Brad Tafoya
Tafoya, Barrett and Associates.

Watch more testimonials >>

Online Advertiser

Front and center advertising at your customers fingertips

Promote your business or event with static or animated rotating ads on all venues.



Details:

Choose either a banner ad (300x250) or a leaderboard (728x90) to best promote your business or event using your static or animated gif or we can create one for you.

Website and Mobile App



728x90



300x250

Exposure:

Website and mobile app

- Runs on all pages for a full month.
- Choose one or more locations and one or more venues.

eNewsletter



728x90 300x250

eNewsletter

- Rotates on each eNewsletter distributed throughout the month.
- Choose one or more venues

All Digital Displays Around Town



1920x1080

See Examples >>

Non-Profit Event Advertiser

Get more attendance for your upcoming nonprofit event

Promote your event with a video, static or animated ads, or a video created from your flyer.



Details:

Send us your event graphic, we will create a 20-second ad as part of our advertising or we can work with you to create an Express Ad that can be updated annually.

Exposure:

Ad runs on all Digital Displays, website and mobile app for each local news location you select.

Website and Mobile App



300x250

All Digital Displays Around Town*



1920x1080

See Examples >>

Testimonials



Whole Health Family Medicine Clinic

Video Advertising / Medical Office

"Local NEWS Network™ is a wonderful resource that our community has available to us. It provides us with news stories that have a local focus, and gives businesses an opportunity to reach our community through a variety of advertising platforms."

— Karassa Yeomans Schaefer, PA-C



Tafoya Barrett and Associates

Paid Segment / CPA Firm

"I would definitely recommend Local NEWS Network to anybody that's looking to find important information that's going on in the community. The more I know and understand about my community and the more that I know and understand about my clients, the more that I can help them.

To be a part of Local NEWS Network, is a great thing. It's a great thing for our business and a great thing for our community as well."

— Brad Tafoya



Wanderful Wheels

News Story / Custom Campervans

"Our story was a great marketing tool for us. It was done very professionally. It highlighted our product really well and it told our personal story which helped clients relate to us.

We were able to share that on social media; it's probably one of our most engaged posts that we put out there. In addition, it's on our website to this day so it's a great contact that we can keep reusing and reusing so I'm a big fan of the Local NEWS Network."

— Colleen O'Brien



Annie's Orphans

News Story / Video Advertisment / Animal Rescue

The piece the Local NEWS Network did a few weeks ago was just perfect. We are really dependent on outside donations and as much visibility as we can get.

We started getting checks in the mail, our PayPal® increased, and our gofundme™ increased. One donor in particular saw it and bought us a whole bunch of good dog food. I really had no idea how many people it reached and I was really impressed.

I would absolutely recommend a Local NEWS Network.

— Annie Anderson

Video Advertiser Examples

Express Video Ads

Asher Custom Homes



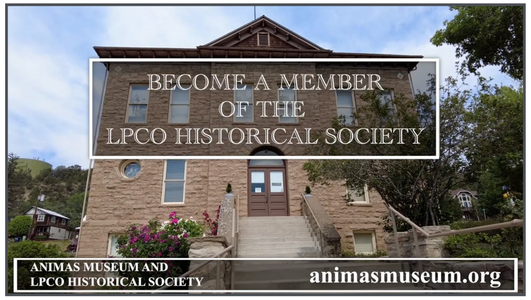
Kinikin



Durango Trails



Animas Museum



Custom Video Ads

Whole Health Family Medicine Clinic



Sorrel Sky Gallery

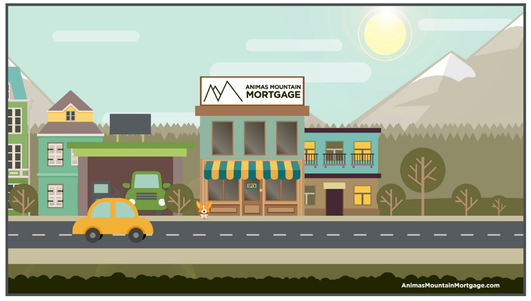


Sketch/Animated Video Ads

Kroegers Ace Hardware



Animas Mountain Mortgage



Online Advertiser Banner Ad Examples

300x250

Animated GIF





Static Image





728x90

Animated GIF





Static Image





Online Advertiser Digital Display Examples

1920x1080

Durango Wine Experience



Mercy Sports Medicine Triage Line



FASTSIGNS



The Community Foundation



Southwest Conservation Corps



Durango Education Foundation



What Our **Sponsors** Are Saying



"Something I've always appreciated about the Local NEWS Network is the relationship we have – we come together at the table and have meaningful discussions about the need in our communities and how we can help."

- Beth Drum
SVP of Community and Business Development

Watch more testimonials >>

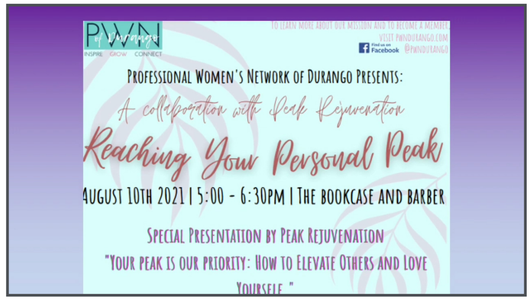
Non-Profit Event Advertiser Examples

Free Event Flyer Ads

Cortez Library



PWN Event



Farmington Chamber



Express Event Ads

Montessouri School



Animas Valley Balloon Rally



Durango Farmers Market



What Our **Advertisers** Are Saying



"In previous years we raised about $4,500 from our Earth Day fundraiser. This year we advertised on Durango Local News and we raised $11,000!"

- Nathan Morris
Parent of child at Montessouri School

Watch more testimonials >>

Sports Highlights

Connect your brand with local high schools.

Increase your brand recognition and support local high school athletes by becoming a Sports Page Sponsor.



- Local High School Students earn money by providing sports action video clips. LNN uses the clips to create Highlight Videos and distributes on Digital Displays, Websites, Mobile and Social Media.
- Sponsor logos are included in every Sports Highlight Videos.
- Sponsors receive a 970x250 billboard digital ad that runs in eNewsletter and on our website.
- 20% of Sponsorship is donated to the High School Sports Club.

See Examples >>

Sports Highlights Video Examples

DHS Spring Highlights Part 1



Telluride Mountain Ride



FLC Mountain Bike Winners



Durango Youth Soccer Club



Skier Ian Sticks the Landing



IHS Abel Velasquez Invitational



IHS Spring Highlights



Demon Boys Football



Reasons To Advertise with **Local NEWS Network™**

1 Build awareness for your brand or business.

2 Share your message in a visual, digital video.

3 Market to a hyper-local audience.

4 Reach potential customers as they journey around town, and while they are at home.

5 Keep your advertising dollars local and working in the community.

6 Support having an educated and informed community with FREE and local news.

LOCAL NEWS NETWORK™

News for Locals.
By Locals.

970.300.3428
Sales@thelocalnews.us

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