



B O R E A L

Your Access to the Arrowhead

2016: Key Improvements

New Staff

Adam Brandt, experienced IT leader, hired February, Technology Director

Anne Brataas, journalist & digital media expert, hired October, Development Director

New Equipment

Aged equipment upgraded to enhance security, reliability, ease of use on all devices

New Web Design & Approach: 5 Business Sponsorship Levels

- **New design and platform** integrates content with digital marketing functions.
- **Businesses benefit from five sponsorship levels**, \$250 to \$5,000 annually.
- **All levels reach a wide audience** due to high traffic and page views analytics



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Boreal.org's Metrics Impress

- ✓ **161,640** users
- ✓ **984,048** sessions
- ✓ **2,981,084** page views
- ✓ **84.1%** returning visitors
- ✓ **51%** of use sessions are from Cook County...11% Duluth, 7% Twin Cities, ~30% split among upper Midwest states.
- ✓ **Average session lasts 4 minutes...On average on the Web, 10-20 SECONDS is a typical page view duration.**



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NEW! Sponsorship Opportunities

Boreal.org's new, state-of-the-art digital platform supports a fast, modern, user-friendly web site, business directory and ad server.

Users can easily enter text and pictures for classifieds and events calendar.

5 levels of sponsorship, \$250 to \$5,000 per year





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5 Sponsorship Levels

Sponsorship opportunities cost from \$250 to \$5,000 annually

See PDF handout for full description of each level's benefits



\$250 annually*



\$2,500 annually



\$500 annually



\$5,000 annually



\$1,000 annually



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OUR CLEAR VALUE PROPOSITION

L-o-n-g Duration Page View

We Repeat: 4 minutes!

“Users often leave Web pages in **10-20 seconds**, but pages with a clear value proposition can hold people's attention for much longer...”

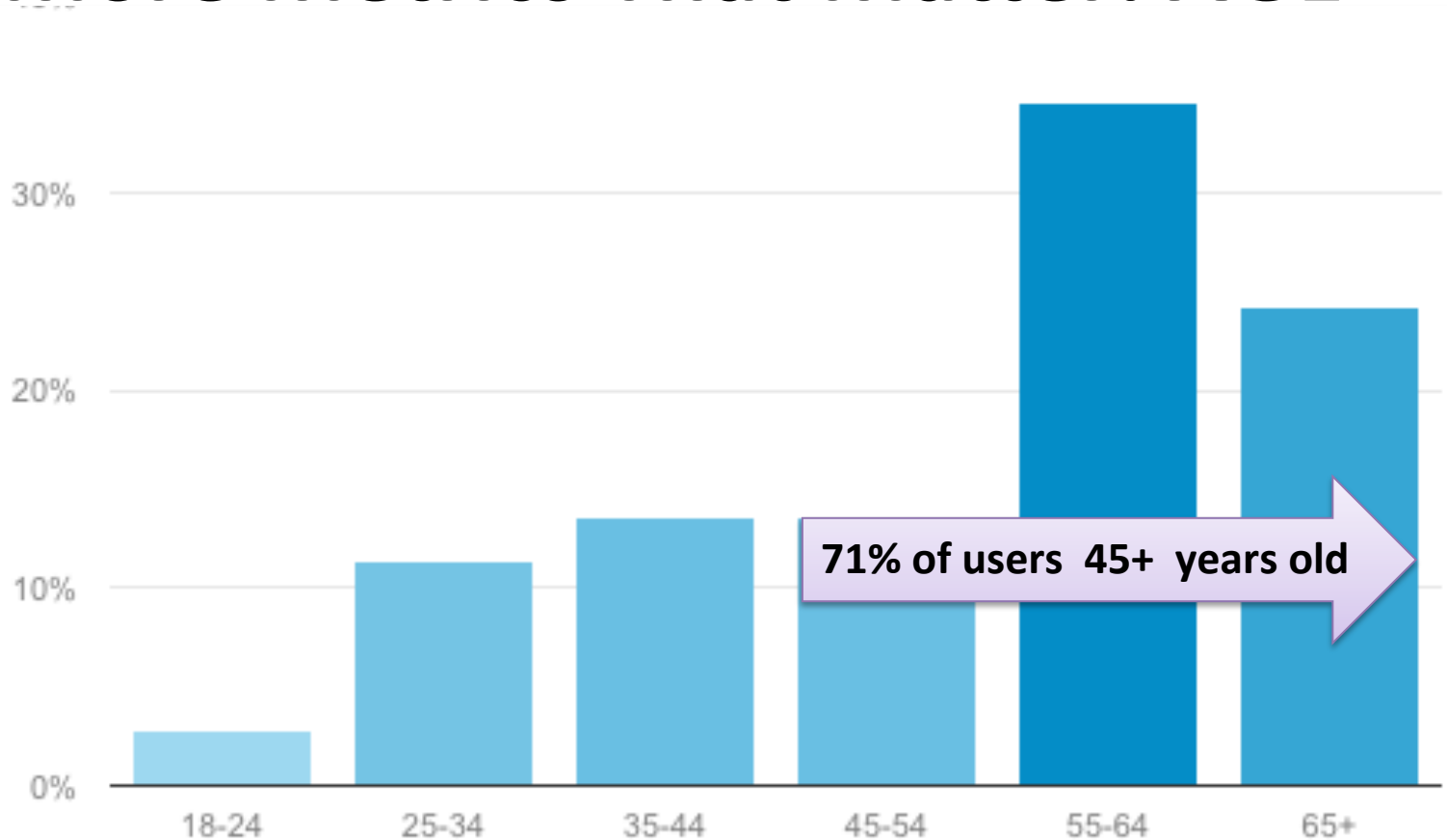
-- *NN/g Nielsen Norman Group. <https://www.nngroup.com/articles/how-long-do-users-stay-on-web-pages/>*



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More Metrics That Matter: AGE





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CONCLUSIONS

The New Boreal.org offers

- ✓ **Phenomenal market** access and reach
- ✓ **Big opportunity** – lots of brand storytelling that drives customer choice can happen in 4 minutes
- ✓ **Loyal, mature demographic...and** the opportunity to capture young digital natives with compelling digital multiplatform media.



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Thank you!

Please pick up a sponsorship brochure to review our 5 sponsorship levels



Or, sign up now with
Anne... Expand your
market with the **New**
Boreal.org now!



Anne Brataas

Development Director, Boreal Community Media

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