



WEST ORLANDO NEWS ONLINE

West Orlando News Online is a Central Florida based news, entertainment and information site with a dedicated focus on Greater Orlando and its neighbors in Central Florida.

ADVERTISE



Media Kit



WEST ORLANDO NEWS
MEDIA KIT 2011
WWW.WESTORLANDONEWS.COM



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ABOUT US

COVERAGE

RATES

About West Orlando News Online

Unparalleled medium, unparalleled results.

West Orlando News Online is a Central Florida based news, entertainment and information site with a dedicated focus on Greater Orlando and its neighbors in Central Florida. With millions of monthly users, this dedicated focus allows our readers and advertisers to get the news and coverage most important to them. The West Orlando News Online site offers a fresh alternative to the traditional main stream media that formerly dominated Central Florida. The West Orlando News proactively cultivates reader loyalty and trust of online users. We offer a unparalleled, unique advertising experience and work to help advertisers succeed in targeted marketing campaigns through innovative and out-of-the-box advertising.

Formed in 2005, the West Orlando News evolved from print to a digital medium and expanded operations to include research and information products, search engine optimized products, graphics and web design, financial media services along with its other media properties, OrlandoMerchant.com, OrlandoLoop.com and OrlandoCityBeautiful.com. West Orlando News is for today's Central Florida. Today, West Orlando News is an online daily covering Greater Orlando and its surrounding neighbors known as the Central Florida region.



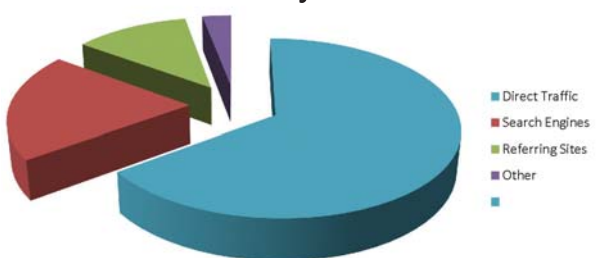
Online Features draws thousands of users daily and 6 million monthly users

Only @ WONO

- Breaking Local News
- Exclusive Coverage
- Columnists
- Business & Economy
- Go to Local Resource

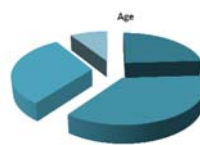
Monthly Traffic and Audience Demographics

Monthly Traffic

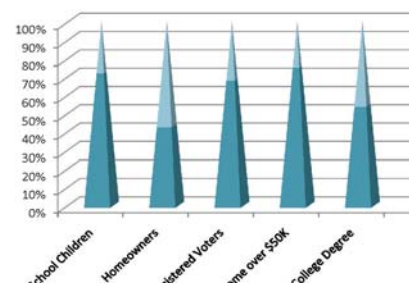


Visits: 960,000
Page Views: 6,000,000

Direct Traffic 65%
Search Engines 20%
Referring Sites 12%
Other 3%



Age:
25-34: 24%
35-44: 36%
45-54: 31%



Gender:
52% Female
48% Male
HH Income: \$50K+

Education:
College degree: 54%
School Children: 72%
Homeowners: 43%
Registered Voters: 68%

** Demographics taken from Internal research



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Coverage & Growth

Real Local Coverage

West Orlando News is a new kind of community website, designed for today's Central Florida residents and taking full advantage of the online medium with compelling local news, opinion and original commentary.



We are the answer to reaching your ethnic and community target markets.

Because readers trust their ethnic and community media, 59% turn to it before using sources like Television, Radio or the Local Daily

51.3% of Area Residents are Minorities
US Census, 2010
 (Orange, Osceola, Lake and Seminole)



Thousands of West Orlando News readers access the largest locally targeted online medium monthly to absorb local news, opinion and original commentary



West Orlando News Verticals



WONO Interviews: In-depth exchanges with local leaders

- Orlando Mayor, Buddy Dyer
- Rep. Geraldine Thompson
- Orange County Mayor Teresa Jacobs
- Commissioner Fred Brummer



TALLAHASSEE: The Best Coverage of Tallahassee in Central Florida

- Scott Budget Claims Go Down In Flames
- House Committee Oks Proposal to Punish Jobless More
- Proceed with Caution in Medicaid Overhaul, Many Urge



TRAVEL & TOURISM: News & Information about Florida's Most Important Industry

- OIA Breaks International Record
- Florida Luxury Villa Industry to Bounce Back
- New Disney Cruise Ship Sails into Port Canaveral



Planet Florida:

- Coverage of environmental issues important to Florida



Health:

- News and trends in healthcare & public health policy
- Scott, GOP Determined to Deny Uninsured Floridians



ORLANDO & ORANGE COUNTY: Local News

- Orlando Condo Sales Edge Up
- Ocoee Principal get Top Honors for Technology Use
- Disney Profits Surge, as Workers Starve

ADVERTISE

ABOUT US

VERTICALS

RATES

Banner Ad sizes and Monthly Pricing



	Size of Ad	Price per Month
1. Homepage Top Banner	728x90	\$1,150.00
2. Homepage Top Small Banner	235x90	\$350.00
3. Homepage Right Column	300x250	\$600.00
4. Homepage Right Medium Banner	250x100	\$400.00
5. Homepage Right Column	125x125	\$250.00
6. Homepage Left Column Middle	342x250	\$600.00
7. Homepage Center Middle Column Middle	300x250	\$600.00
8. Inner Pages	120x600	\$500.00
9. Inner Pages	300x250	\$600.00

Cost Per Thousand (CPM) Impressions \$3-\$17

Rates based on frequency, position, dollar value, duration and features, rates are net of agency fees

**For more information, please contact:
sales@westorlandonews.com or call 407.233.5630**