

# 2013 The NEWS<sup>HD</sup> iPad App

## Exclusive Sponsorship Opportunities Are Available!

Enhance your image as a new technology leader and reach a growing market of iPad users with an exclusive sponsorship of our custom iPad app — The NEWS<sup>HD</sup>.



## Features & Content

- Exclusive features and content written for and available only on the iPad.
- Enhanced, featured editorial from The NEWS.
- In-app audio and video features that bring life to the content.
- Photos, buttons, advertising, and features that allow reader interaction and immersion.

## Advertising Benefits

### Premium Advertising Opportunity

Large, interactive ads create a unique advertising environment for your brand's message — connecting you with the right audience of influential iPad users.

### Complete Promotional Package

Your sponsorship comes with a complete marketing and promotional campaign — a value worth more than the cost of the sponsorship itself!

### Uncluttered Ad Environment

Reach a targeted audience in an environment where users are removed from multi-tasking applications — resulting in user engagement.

## Full Sponsorship

- Three house ads in The NEWS (junior page or 3x8) with logo and product picture/caption as sponsor
- Online skyscraper atachrnews.com
- Two interactive ads in the iPad issue (can include video, podcasts, slideshows, etc.)
- Social media promotion via Facebook and Twitter
- Dedicated email promotion with sponsor logo, product picture and description

**Advertiser Rate: \$12,650**

**Non-Advertiser Rate: \$13,915**

The NEWS<sup>HD</sup>  
is available  
through iTunes  
App Store.

## Tell Your Story with an Interactive Ad

A sponsorship of The NEWS<sup>HD</sup> includes the placement of your interactive ad/s in the sponsored iPad issue.

By combining compelling visual and audio elements, The NEWS will help you design and create an interactive ad that engages the reader with your product and brand.

An interactive ad in The NEWS<sup>HD</sup> makes telling your product's story possible. You can include video, audio, photos in your interactive ad to really make it come to life.



Video



Audio



Photo Slide Show



Buttons

## Contact a sales rep for more information.

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