

DAILY NEWS

NYDailyNews.com /jobs

in partnership with

YAHOO!®

Reach

DAILY NEWS

NYDailyNews.com

joins

YAHOO!®

Newspaper Consortium

Yahoo! created the Newspaper Consortium to maximize sales resources that newspapers provide on a local level.

The New York Daily News is the only newspaper in the consortium covering the NY DMA.

The Dallas Morning News
San Francisco Chronicle

BOSTON Herald *TIMES UNION*

THE BUFFALO NEWS

THE TAMPA TRIBUNE

The Atlanta Journal-Constitution

HOUSTON★CHRONICLE

Since November 2006, Yahoo! has partnered with over 700 daily and weekly newspapers in the U.S.

Understand the power of

YAHOO!®

Reaches 75% of the entire Internet universe - that's 3 out of 4 web users

182 million unique users go to Yahoo! every month

There are 29 visits per person per month

57.8% of all Internet users visit the Yahoo! homepage every month

Demo-target your ad to Yahoo!'s New York DMA by income, age and gender

With the Daily News and Yahoo! you can reach 76% of the total online audience in the New York DMA



Reaching 76%* of New Yorkers online

* in the New York DMA

Yahoo! Behavioral Targeting

A powerful new online solution to reach your customers wherever they are on YAHOO!

The RIGHT ad
to the RIGHT person
at the RIGHT time.



Reach a highly qualified audience by monitoring their behavior through

- What they search for
- What content they read
- What search listings they clicked on
- What ads they clicked on

The Benefits

YAHOO!'s BROAD REACH

Millions of ad impressions available throughout Yahoo! in the New York DMA

YAHOO!'s DEPTH OF TARGETING

Millions of ad impressions targeting users interested in a specific category or product

Establish your local business on a worldwide recognized website gaining credibility for advertisers

Target users by over 400 behavioral types including main categories :

- AUTOMOTIVE • FINANCE
- CONSUMER PACKAGED GOODS
 - ENTERTAINMENT
- HEALTH & PHARMA • RETAIL
 - TRAVEL • TECHNOLOGY
 - TELECOMMUNICATIONS
- SMALL BUSINESS • SPORTS
- LIFE STAGES • EDUCATION

Sub-groups are available in each category

NYDailyNews.com

YAHOO!®

This partnership brings a unique package of enhanced advertising solutions for the NY DMA.

Together, the Daily News and YAHOO! deliver unrivaled results through Geo Targeting and Behavioral Targeting.

170 million page views per month

18 million unique users per month

10 minutes average site visit duration

Source: WebTrends August 2009

Targeted Ad Campaigns

Geo Targeting

Behavioral Targeting

Daypart



Ad sizes



“N” ad (North Banner) 728 x 90 pixels



“L.REC” ad (Large Rectangle) 300 x 250 pixels



“SKY” ad (Skyscraper) 120 x 600 pixels

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**Do you
Yahoo! ?**

**Not
without us**