

NOURISH YOUR COMMUNITY & ATTRACT THE RIGHT AUDIENCE

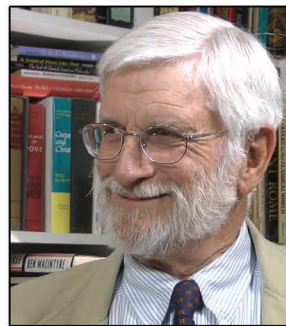
New Mexico Mercury is a digital publication with content from individuals invested in the well-being of New Mexico. Unhindered by outdated notions of neutrality, we choose to examine state-wide issues through a solutions-oriented lens, celebrating subjectivity while demanding substantiation.

FOCUS

As traditional news outlets struggle to find footing in the ever-changing digital landscape, local audiences are seeking ways to filter the firehose of digital information that they're faced with daily. Audiences want quality and context. To that end, New Mexico Mercury utilizes the state's most valuable resource: the thought capital of our state leaders, community members, and visionaries. With a multitude of world-class thinkers, writers and artists residing in our own backyard, New Mexico Mercury is able to connect local communities with substantive ideas and expression in an ongoing attempt to make sense of the "New Mexico Universe."

In addition to our original content, New Mexico Mercury updates and curates content from various sources throughout the state, making it a one-stop-shop for statewide news and views. This updated stream of high-value information makes for longer stays on the site as well as repeat visits throughout the day.

EDITORIAL GUIDANCE



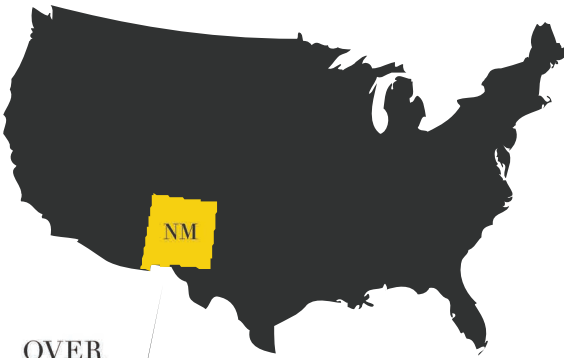
V.B. Price, author of the recently published and critically acclaimed "The Orphaned Land: New Mexico's Environment Since the Manhattan Project," is a poet, author, scholar, and journalist who has been intellectually investing in NM for the past forty years. He guides the editorial vision of New Mexico Mercury.

AUDIENCE

New Mexico Mercury attracts educated, progressively minded New Mexicans who value local businesses and community-minded institutions. Our readers encompass the farm-to-table movement, support the "buy local" philosophy, participate in community co-operatives and believe that local economies are the life-blood of a community.

BY THE NUMBERS

THOUSANDS OF STATEWIDE READERS



OVER
90%

OF NEW MEXICO VISITORS ARE
IN THE ALBUQUERQUE / SANTA FE
METRO AREAS



RETURNING VISITORS IN THE ABQ / SF METRO



HAVE AN AVERAGE ENGAGEMENT
TIME OF 4 MINUTES PER VISIT



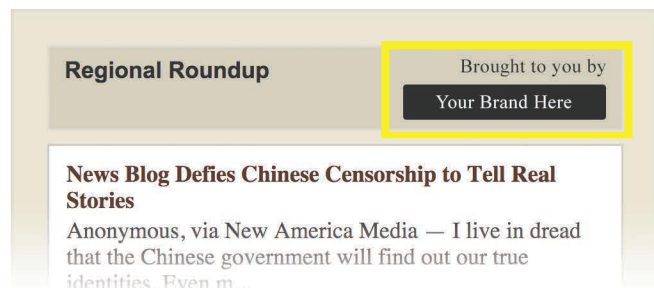
VIEW AN AVERAGE OF
3 PAGES PER VISIT

PARTNER STRATEGY

We take our partnerships with community brands very seriously. The local entities we choose to endorse become a reflection of New Mexico Mercury's brand and we treat their presence as an extension of our content.

RUN-OF-SITE ADS

Our partners receive one 300x250 pixel banner that is integrated throughout the site as well as a larger 300x600 pixel unit that displays on article pages. These spots are run-of-site (ROS), meaning they rotate randomly through the site with a limited number of other partners for a particular region. Limiting the number of partners ensures your brand gets valuable saturation in your market area. Our partners can target their ads by metro area or choose a list of zip codes to target. We also provide the opportunity for our partners to change out their banners weekly. We're happy to help with banner design.

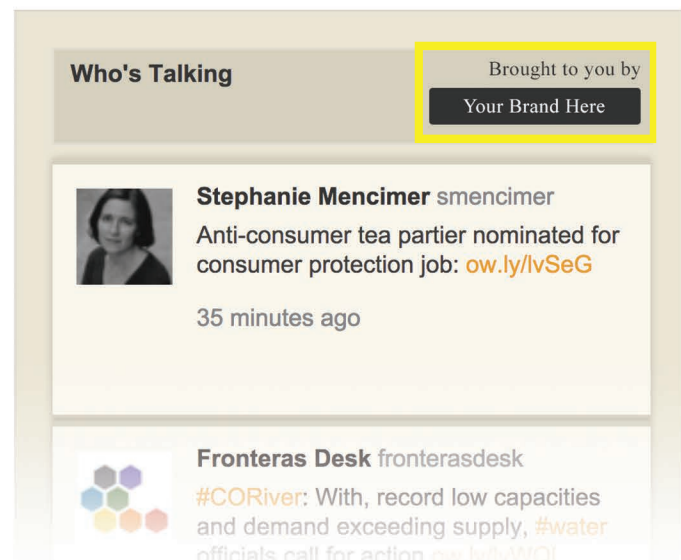


REGIONAL ROUNDUP

Our “Regional Roundup” pulls together a curated list of syndicated postings from around the state to create one easy-to-read feed. Beside the Roundup title, we recognize our partners in the form of a “Brought to you by...” subtitle, presenting your brand with a lasting impression that is highly visible to our daily audience.

SOCIAL MEDIA

Our partners receive highlighted exposure through our social media channels, including our “Who’s Talking” widget on the homepage. A “Brought to you by...” position is available next to the widget’s title. When we “favorite” a tweet from your business or organization, it becomes visible to our audience statewide. We’ll also help formulate a distribution schedule to re-share deals, events or opportunities throughout the week. Our promotion strategy leverages both Twitter and Facebook so our audience sees your brand throughout their daily routine.



VIDEO

Video advertising grew by 50% in 2012 and is the fastest growing marketing tool for local brands.¹ Also, 76% of marketers plan to add video to their sites, making it a higher priority than Facebook, Twitter and blog integration.² With that in mind, New Mexico Mercury produces video interviews and mini-segments with high-profile New Mexicans, hosted by Editor V.B. Price. We include our partners in a visual display before and at the end of each segment.



INSIGHT NEW MEXICO

V.B. Price gets deep with experts, scholars, authors and artists on issues facing New Mexico and the larger world. These in-depth interviews garner significant engagement from our audience members and provide access to niche clusters of passionate communities throughout New Mexico.

New Mexico Mercury offers the ability to display your brand before and after these interviews. Similar to underwriting programs for PBS, this branding presence lets a high-quality audience know that you care deeply about the issues facing New Mexicans. It also shows that you believe New Mexico experts deserve a seat at the table when discussing national and world issues. These placements illustrate community investment.

RECENT GUESTS



Richard Fox,
Political Scientist



Laura Paskus,
Environmental Journalist



Paul Robinson,
Uranium Expert



Don McIver,
Poet and Producer



Yvette Tovar
Executive Director -
NM Water Collaborative



Rick Huff,
NM Music Commissioner



Bennett Hammer,
LGBT Archivist



Don Hancock,
Nuclear Waste Expert



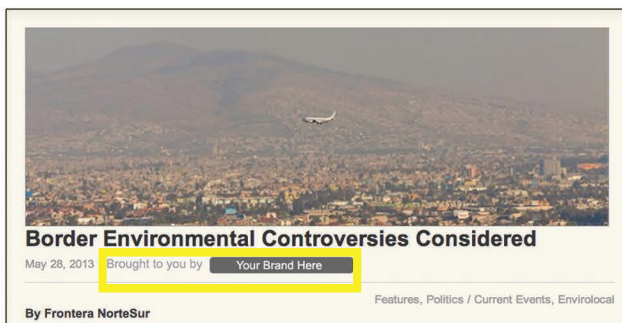
Alfredo Corchado,
Border Journalist and
Author



Cecilia Portal,
Photographer and Former
Guggenheim Fellow

SPONSORED CONTENT

As a VIP partner (see following page), you may choose to sponsor feature stories or underwrite a select set of content features like infographics, video segments and investigative reports. When you sponsor or underwrite a story, your brand will appear at the beginning, giving our audience a transparent view of your values through seeing what you choose to sponsor. Content marketing is proven to yield exceptionally high ROI, producing 3 times more leads per dollar spent.³ Our marketing staff will assist in pairing your brand with content that reflects your reputation.



1. <http://bit.ly/12Q5xsq> 2. <http://bit.ly/11qe9U7> 3. <http://bit.ly/12jmb8R>

PARTNER PLANS

	BRONZE	SILVER	GOLD	PLATINUM	V.I.P.
RoS Ads	•	•	•	•	•
“Regional Roundup” Sponsorship		•	•	•	•
“Who’s Talking” Sponsorship			•	•	•
Social Media Promo & Marketing			•	•	•
Video Sponsorship				•	•
Sponsored Content					•

*If a particular element of your package is taken at the moment of purchase, we will work with you to adjust your package and/or we'll give you the particular spot when it opens up.

GET STARTED

To become a member of our select group of partners, get in touch with us at:

marketing@newmexicomercury.com

Limited sponsorships available.

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