

Creating Your Online Campaign

Congratulations on your decision to partner with LoudounExtra.com, the exciting new site providing unparalleled, in-depth coverage of community-level news and events for Loudoun County. Simply follow these three easy steps to campaign launch:

Step 1: Complete the Advertiser Insertion Order

The Advertiser Insertion Order (IO for short) is available from your Account Representative or your Commercial Producer. By promptly completing and returning the IO, you will ensure that your ad space is reserved. This is especially important for category exclusive ad buys! Upon receipt of your IO, your Commercial Producer will contact you and guide you through the next steps.

Step 2: Create Your Advertisement

Not the creative type? Not to worry! Your Commercial Producer is here to assist you. When you purchase ad space on LoudounExtra.com you receive complimentary creative services at no charge, including one round of revisions.

To get our creative juices flowing, please submit the following to your Commercial Producer two weeks before your ad is scheduled to run:

- Logos and images, in high resolution format
- Exact copy/details of your advertisement
 - Your offer (ex. 25% off all shoes in stock)
 - Begin and end dates of the offer
 - Conditions of the offer (not good on...)
 - The physical address of your location(s)
 - Your website address
 - Customer-friendly telephone number
 - Customer-friendly e-mail address

Step 3: Approve Your Creative

Once you approve creative (the design and copy of your ad), your campaign is ready to launch!

LoudounExtra.com Sponsorship Opportunities

Loudoun Deals

- The best Deal each day is featured prominently as the Deal of the Day!
- 3 month subscription package, auto-renewed
- Deals can be updated weekly, if desired

Article Sponsorship

- Category exclusive opportunity!
- Limited to just 10 advertisers
- Ads rotate and are embedded within each article
- 3 month minimum commitment

Local Editorial Sponsorship a unique integrated branding and awareness opportunity

- Local Sports
- Breaking News
- Entertainment Calendar

For assistance, contact:

Laura Milner

Commercial Producer

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