Designed to give advertisers maximum results, and give users a valuable online experience, wbjournal.com provides advertisers with high-performing digital ad opportunities they can trust:

1. **Viewability**
The site works to maximize ad viewability and focuses on users as they are engaged on the web page. We do this by placing our ad zones to deliver high viewability rates, and by serving sticky ads in key positions to increase view time as users scroll.
The site's responsive design assures all content and ads can be seen to their best advantage by all users, no matter what device they use to access the site.

- Ads run on every mobile page

2. **To align their brand with credible content**
WBJ adds unique local news and informational content multiple times a day that provides immeasurable value to both the user and the advertiser. Advertisers want to be seen as part of a credible, reliable information source online.

3. **An engaged audience**
WBJournal.com attracts a desirable audience for b2b marketers that wants and needs to know about local business news happening in Central Massachusetts. For us and our advertisers, it's not about big numbers of users, it's about the quality of the user: who they are, how often they come back, how engaged and interactive they are.

4. **Regular reports**
Advertisers receive quarterly reports on their digital ad campaign performance, and how it compares to other campaigns on the site.

5. **Unique opportunities**
Along with high-performing banner ads, advertisers have other options including

- Premium positions
- Sponsored content
- Print, enews and online packages

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**Our audience has grown over 50% in the last 2 years**

**Average number of users (unique visitors) per month:** **60,000**

**Average percent of pageviews from WBJ enews subscribers:** **37%**

**Average monthly ad impression inventory:** **500,000**

We recommend 10% share of voice, which is equivalent to 40,000 impressions per month

**Percent of viewers on mobile devices:** **44%**

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**NOTE:** We support rich media ads (animation and videos) and third-party ad servers.