

Blogatorial



An idea from our
**Interactive
Media Director**

To our advertisers,

Blogatorial takes advantage of newspaper readers' natural interest in finding information. Here's your chance to convert their news habit into a passion for your business' products and services.

A salon might talk with readers about personal grooming and then recommend their own products. A bank's blog about managing your money attracts people who might be interested in advice from professional financial planners. The goal is to engage consumers early in their decision-making process.

The Blogatorial page is a permanent section on the BostonNOW.com Web site. All of the banner ads on your Blogatorial section are exclusively for your business. Because the business manages the blog on its own, you're invited to post as much or as little as you want. There's no limit. But we highly recommend getting the most out of your Blogatorial by posting regularly.

Run the blog as part of a campaign for a selected time period or let it work continuously and build an audience of passionate users of your product.

On its own, starting a blog costs just \$300 per month.

But let's not throw a party without sending the invitations. To lure the newspaper's information-hungry readers, the Blogatorial package includes promotional ads in print and online that let readers know about your blog.

Contact a BostonNOW sales representative to create a package that fits your budget, and get started today using Blogatorial to convert consumers' interests in the things they love into interest in your products and services.

Sincerely,

Lucas Grindley

Interactive Media Directo, BostonNOW.com



50% of broadband users in the U.S.
say the **Internet** influenced a
recent **purchase** . . .

That compares with **11%** for television commercials
and **6%** for magazine advertisements.

Media-Screen study, March 2007

Lucas Grindley previously ran content and operations for HeraldTribune.com, growing its audience from only a few thousand users to one now recognized by the Newspaper Association of America as one of the nation's 100 largest newspaper Web sites. While there, Lucas led his team to numerous accolades, including:

- Named a finalist for Best News Site of its size for two consecutive years by Editor & Publisher Magazine.
- NAA 'Digital Edge' winner and nominee in multiple national categories.
- Named by Florida's Society of Professional Journalists as Best Web Site in the state, repeatedly beating larger sites.

Contact Lucas at lgrindley@bostonnow.com for ideas about how BostonNOW.com can help market your business online.