

Reach Clarington consumers at rates considerably less than traditional print media or other local news based Internet sites.

Clarington.com is accessed primarily by residents of and visitors to Clarington, offering a credible, effective local alternative to other advertising vehicles for Clarington based businesses.

We're new!

Clarington.com is a new site, having launched earlier this year. From a handful of visitors when it first went online, it has doubled its traffic monthly; over 300 unique visitors now visit the site daily (April 27 - May 4, 2010 average), and we have an extensive advertising and promotion campaign planned for the coming months which will raise this traffic level considerably.

Reaching your market

Using impression based advertising on a local site like Clarington.com offers a great way to reach local consumers on two levels. On one level, we act in a similar way to print advertising, branding your business with site visitors whether they click on your link or not. Because they are Clarington based and you are Clarington based, this branding effectively gets your name into the heads of consumers, and sends customers your way in a manner that advertising on a larger, less localized website will not. As well, your ads work as a means of sending visitors to your own website, much like advertising on traditional broad based websites does.

Clarington.com is:

- * Ranked in the top ten (and for many searches, in the top five) for a wide range of Clarington based searches on Google, Yahoo, Bing and other search engines.
- * A top level geodomain site (a geographical name with the dot com extension), with the branding, name recognition and credibility that comes with this.
- * A growing news and information source for Clarington residents and visitors with information and updates added daily.
- * A listed Google News feed source, which ensures that we are featured in first page listings on Google searches for many localized search terms (including Bowmanville, Orono and Courtice listings).
- * A DMOZ directory listed resource for Clarington.

Accountable

We use OpenX software to track advertising impressions, and also utilize Google Analytics to ensure that robots and multiple click throughs are compensated for when determining the number of impressions advertisers have used. This ensures that you get maximum value for your advertising dollar. We email weekly reports to paying advertisers so that they can track their online campaigns.

Try Now

Interested in bringing your business to the next level? Visit [our payment page](#) by clicking [here](#) to order the package that suits your business needs, or email us Advertising@clarington.com with your questions. Visit our

[FAQ page](#)

by clicking

[here](#)

for more information on the fundamentals of advertising on Clarington.com.