Why
STAR-EXONENT.com

You too can be part of the area’s #1 Digital News Channel
- 400,000+ page views each month
- Has more than 130,000 Unique Users each month
- 18,000 facebook followers

Let us create a unique digital solution
just for your business!

STAR-EXONENT.com
122 W. Spencer St. | Culpeper, VA 22701 | 540-825-0772
Digital display ads are shown in various positions on our website – on each page and within news stories. Ads are shown on desktop and mobile.

Shout your message from the rooftop with these large format digital ads!

**REVEAL ADS** are shown when a reader comes to a page and then rolls up as the reader scrolls past.

**FLOAT BAR ADS** stay on the bottom of your screen even as you scroll for content.

**EXPANDED BANNER ADS** allow for large text and art to make your message stand out.
These digital display ads are shown on national websites to a user in a geographic region you define, and are shown based on what a user is searching for or reading about online. Targeted display ads allow your ads to be shown to people who have visited your competitors and even those who have visited your website before!
Newsletters

Be in the know and up to date with a wide variety of opt in newsletters

DAILY HEADLINES
Delivered everyday, this newsletter is packed with timely news.

BREAKING NEWS
Delivered right to your inbox as the big stories occur.

OBITUARIES
Delivered each Tuesday & Thursday.

STAR-EXPONENT.com 122 W. Spencer St. | Culpeper, VA 22701 | 540-825-0772
Email marketing is very effective at helping business owners and consumers stay connected. Connect with our large, opted in and engaged audience and let us deliver your message to them.

We practice strict email hygiene protocols and are can-spam compliant.
and now a word from our sponsor

SPONSORED CONTENT

Sponsored content allows you to publish your blog or article in the Culpeper Star-Exponent and/or on Starexponent.com. Clearly marked as a paid advertisement, the link will live in the sponsored content section of starexponent.com for up to a year.
Contests are a great way to engage with our community!

We are able to host a variety of different interactive contests and promotions including:

- PHOTO CONTESTS
- VIDEO CONTESTS
- BALLOTS
- SWEEPSTAKES
- QUIZZES
- SURVEYS

Contests offer a variety of ways for you to engage including logo placement, website or social media links, coupon or offer placements and even the opportunity to poll users on your behalf.
Social Media
AD CAMPAIGN

Target your audience on Facebook with unique and well-crafted ads!

Our dedicated Facebook team can set up and manage your campaign which targets people who are likely to be interested in your products.
Directory

Directory is a powerful tool in helping ensure your website is seen by search engines.

Having a business directory on Starexponent.com can help keep your business visible. Because verified news sites like Starexponent.com are crawled frequently by Google and other search engines, it offers you and your business the opportunity to stay at the top of your game.

YOUR DIRECTORY IS OPTIMIZED TO BE FOUND IN SEARCH.

Plus, you can even upload photos and videos!

STAR-EXPONENT.com
Search Engine Optimization is the process of affecting the online visibility of a website or a web page in a web search engine’s organic results.

Businesses affect their SEO in lots of ways including maintaining an optimized website.

But, there are important things you should do outside of your website to ensure you are visible too including directory correction and reputation management.

WE CAN HELP
with off-page SEO including an optimized business directory page on Stareponent.com, listing correction services and a robust, user friendly dashboard where you can monitor your reviews and mentions, see your directory accuracy and view the results of any digital campaigns you are running.

STAR-EXONENT.com
An impactful and effective way to engage with potential customers!

Have your ad present in paid search when a potential customer searches for something you provide!

Administered & monitored by our Google Premier Partner team, your AdWords campaign is in great hands with BH Media.

*Let us take the worry and stress away!*
You only get one chance to
MAKE A FIRST IMPRESSION!

Your website should be clean, vibrant, up to date and easily navigable.

Let our team of website professionals design, host and manage your website to maximize your online presence.

FREE website quotes available
We offer a FREE, no obligation snapshot of how your business looks online.

Have you had a digital check-up recently?

Call or email today to schedule a visit with one of our digital specialists.

We can help maximize your digital footprint!

CULPEPER STAR-EXPONENT

starexponent.com

122 W. Spencer St., Culpeper, VA 22701 | (540) 825-0772