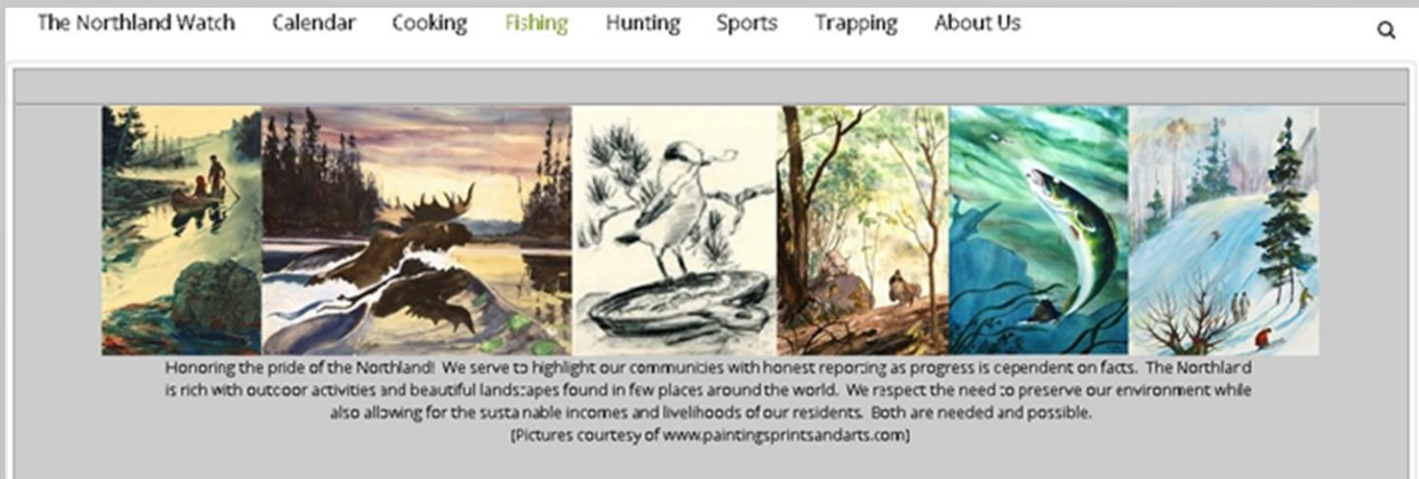


The Northland Watch

www.northlandwatch.com



The Northland Watch is your home to effective, niche, location-specific marketing at a reasonable price.

In addition to providing each city and community their own identity and resources, Northland Watch provides shared interests with areas on cooking, fishing, hunting, and the Community Calendar. Bargain hunters will find store coupons, classifieds, free offers, and other promotions right at their fingertips, anytime they want them.

The Northland Watch is for the community and welcomes articles, comments, calendar events, and news.

The advantages of advertising with the Northland Watch include:

- Established traffic made possible through strategic design and history.
- The hundreds of pages allow any company, product, or service to find its target audience. Marketing funds are specifically aimed at interested individuals. One good lead is better than a blind campaign. Make every advertising dollar count!
- If your audience is a certain geographical area, the Northland Watch gets you right there. Contractors, gas companies, services, and similar ventures generally work within a certain range and benefit from marketing in those areas.
- In addition to much of its own content, the Northland Watch consolidates all local links in one place, so you are not looking for each individually. Many, because of their design, are not easy to find. We make it easy.
- The broad scope of the site allows many visitors to learn more about you and their community. Each draws more attention to the other.
- The Northland Watch will frequently promote advertisers via mailings. The site starts strong and gets stronger day-by-day.

Northland Watch is the summation of 12 years of community website research, finding the structure and layout that would best serve your communities and businesses. We will continue to grow and reach further, and we believe you will find your time and money spent here is well worth it.

Sincerely,

The Northland Watch Team

Below is what the typical home page for each city/community looks like...

The Northland Watch | Calendar | Cooking | Fishing | Hunting | Sports | Trapping | About Us

▶ Cloquet Government Links

- Auto, Contractors, and Services
- Carlton County Abstract Company
- Carlton County Historical Society
- City Council - Agendas/Minutes
- City of Cloquet
- City of Scanlon
- Cloquet Area Fire District
- Cloquet Chamber of Commerce
- Cloquet Public Library
- Cloquet Public Schools
- Fond Du Lac Tribal & Community College

▶ Lodging - motels/lodging/other

- AmericInn Lodge & Suites
- Black Bear Casino Resort
- KOA Campground
- Super 8 Cloquet

▶ Cloquet & Scanlon Bars/Offsale

- Carmen's Bar & Restaurant
- Cold One Liquors
- Lumberjack "The Jack" Lounge
- Mikes Bar & Lounge
- Rendezvous Bar & Grill
- River Inn Bar & Grill
- Super One Liquors

▶ Cloquet MN

Latest Cloquet News...

Super One Weekly Ads - Find your savings! | In - Store Coupon

April 17, 2018: City of Cloquet to Discuss Friends of Animals Breach of Agreement


April 17, 2018: The Cloquet City Council meets to discuss a purchase agreement for the Members Cooperative Credit Union at its May 1st meeting. The property has been valued at \$1,950,000. The building would be the new location for the Cloquet Police Department and likely the City Hall.

April 16, 2018: The Northland Watch contacted Members Cooperative Credit Union to see what their plans are if the City of Cloquet purchases their existing building on 14th Street. Lara Wilkinson, MCCU, replied that "Some time ago, we purchased property out on the west side of Hwy 33, north of the Maurices/Dollar Tree development, to be used for future growth. If the building does sell, we would begin construction of a new location on the aforementioned property, but there would be no interruption on member service. We would continue to operate out of our current facility until construction is complete. The timeline for the new location is still undetermined, based on construction, sale date, and other factors. MCCU is always looking for opportunities to serve our members better, by becoming more convenient and efficient, and creating new opportunities for growth. We felt that this location was a good fit for our members."

▶ Cloquet Food Links

- ALDI - future store
- B&B Market
- Bearaboo Coffee Escape
- Carmen's Bar & Restaurant
- Casino Pizza & Sub Shop
- Erbert & Gerberts
- Gordy's Hi Hat
- Gordy's Warming House
- Jim an Jo's Northland Katering
- McDonald's
- Papa Murphy's Pizza
- Pedros Grill & Cantina
- Perkins Restaurant
- Rendezvous Sport's Bar & Grill
- Sammy's Pizza
- Subway
- Super One Foods
- Taco Johns/Steak Escape
- Trapper Pete's Restaurant
- Upper Lakes Food - Wholesale
- Walmart
- Wendy's

▶ Storage Units - Esko



Advertising Rates

Yearly or Monthly Rates

By Category: [Northland Watch, Cooking, Hunting, Fishing] [City with local population > 10,000]

- Right or Left Pane – top window (\$600/year or \$50/mth) - Visible immediately without scrolling
- Right or Left Pane – 1st page (\$540/year or \$45/mth)
- Bottom Pane: \$360/year or \$30/mth)

Home Page (City of choice with local populations < 10,000)

- Right or Left Pane – top window (\$360/year or \$30/mth) - Visible immediately without scrolling
- Right or Left Pane – 1st page (\$300/year or \$25/mth)
- Bottom Pane: \$180/year or \$15/mth)

Individual Page (You have your own page); (\$400/yr); Linked to/from home page and other relevant pages.

Site Wide (Every Page on Entire Site) – Limited Spots

- Right or Left Pane – top window (\$1,500/year) - Visible immediately without scrolling
- Right or Left Pane – 1st page (\$1,000/year)

Dynamic (changing weekly) Sales Promotion (such as grocery/convenience stores)

Per 10 images and related text (up to 25-word description per image), \$100/wk

Images must be available in digital form.

Public Notices: per 30 words.....\$3.00

Announcements: per 30 words.....\$10/month

Prime locations are limited. Call or email now to discuss your advertising options.

Emily Pirila

Marketing Specialist, Northland Watch

(218) 393-8832

emily_pirila@hotmail.com

Sample Ads

Homepages for Northland Watch, Cooking, Fishing, and Hunting



\$50/month – Northland Watch
Homepage – 1st Pane



\$45/month – Northland Watch
Homepage – 2nd pane

[Up to 50 words with each photo]

Homepages for cities with local populations of 10,000 or more
(Cloquet, Grand Rapids, Hibbing, Virginia)



\$45/month – City of your choice
Homepage – 1st Pane



\$40/month – City of your choice
Homepage – 2nd Pane

Homepages for cities with local populations of less than 10,000
(Carlton, Cromwell, Floodwood, Meadowlands, Saginaw, etc.)

\$30/month – Homepage, 1st pane - City of your choice

\$25/month – Homepage, 2nd pane - City of your choice