

How do you get in front of a local Web audience regularly?

Google and Yahoo can't really help you, they only show search results. The only time you get "seen" is if a person does a search on your business and even then you get lost in the crowd.

There's a better way, the site people go to weekly is the local newspaper's website. It is the #1 visited site in the community that you live in.

1. Your ad is in front of over xx,000+ readers each month and growing. (xx,000+ page views.)
2. Readers from both in the area and readers who have a connection to our area read the paper online—these are the target prospects you want.
3. It's very affordable.

Newspapers are always the most visited websites in the communities that they serve because they are unique on the Web in delivering *local news content and you can't get anywhere else.*



People coming to the area find out what's happening on the newspaper's website. Local people return to the site regularly. Previous residents keep up on area news. *It's a better way to get found and be remembered because your ad is seen every week.* It's local branding and online marketing where it matters most for you - right here.

It's a simple, inexpensive, and sensible way to get your message delivered locally online. Act now and to get one of the most premier ad positions on the newspaper's website.

Space is very limited... don't miss out on this opportunity now and into the future.
Call today 540-463-3113



\$250 Leaderboard? (3) ROS



Friday's Alive Back Downtown

Area residents had the chance to see the new bandstand (at right) and reconfigured layout for the Friday's Alive concert series when...

Meet Challenges To Complete Hillel House Funding

Mark Eaker, a 1969 graduate of Washington and Lee University and a member of its board of trustees, has made a \$235,000 challenge gift to the university's Hillel House project that was matched by fellow trustees, permitting the project to move forward with groundbreaking in September.

Once Eaker's pledge was announced at the trustees' meeting on May 8, his colleagues on the W&L...

Participating In AP Project

Parry McCluer High School has been accepted into the second cycle of the Virginia Advance Study Strategies Advanced Placement Grant. PMHS is one of 25 high schools in Virginia selected to participate in this project to increase student enrollment in advanced placement courses.

The five-year project has a value of over \$350,000 to the school division in teacher professional development, teacher and...

June 10 2009
Edition (rss)

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Council Debates, Then Schedules Special Meeting On Drive-Through

(PHOTO)

CornerStone Unveils Drawings Of Proposed Building To ARB

BY ROBERTA ANDERSON

A bank drive-through may be the quick way to do one's banking.

Deciding whether or not to...

Quick, The Ponchos

(PHOTO)

When Washington and Lee officials had to make the call early last Thursday morning about whether or not to move the traditional outdoor graduation inside...

Goshen Set To Get U.S. Stimulus Funds

Grant, Loan Would Support Water System Project

BY ROBERTA ANDERSON

One million dollars in federal stimulus money should be coming to the town of Goshen to help...

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