

# THE WELCOMER

## TRIBLIVE's Most Powerful First-Impression Ad Unit

### What Is the WELCOMER?

The Welcomer is a premium, high-impact ad experience that loads as a user arrives on TribLive. It gives your brand instant visibility, unmatched top-of-page prominence, and a modern, engaging presence beyond traditional display ads.

#### Why advertisers love it:

- >> Your message appears immediately on page load
- >> Standout branding across desktop, mobile, and tablet
- >> Exclusive to local businesses no competing national clutter
- >> A polished, premium unit that elevates your campaign
- >> Modern user experience: ad hides on scroll for reader comfort



#### Audience Reach:

Across all Welcomer-enabled sections, TribLive averages just under 125,000 impressions per day.

#### Example Section Impression Averages:

- >> Homepage: 88,703 / day
- >> Sports: 13,080 / day
- >> Local News (Westmoreland, VND, Pittsburgh/Allegheny): 9,695 / day



<< **SCAN HERE TO SEE IT IN ACTION**

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## Why the Welcomer Works for Local Advertisers

- » Immediate Impact: Your message is the first thing readers see
- » Exclusive Environment: No competition with national advertisers
- » Better Branding: Larger, more modern format than standard display ads
- » Cross-Device Presence: Your campaign reaches readers on any screen
- » Community Connection: Aligns your brand with trusted local journalism



## Ad Size:

- » Desktop: 1940px x 500px
- » Mobile: 450px x 200px
- » File size less than 1MB

## Perfect For:

- » Grand openings & new locations
- » Seasonal promotions
- » Hiring campaigns
- » Announcements & product launches
- » Branding and awareness campaigns
- » Special events & sponsorships

## » CAMPAIGN OPTIONS DESIGNED FOR YOUR GOALS «

### Daily One-Day Options

- » Your brand is the only advertiser with the Welcomer that day
- » Perfect for major announcements, openings, events, and promotions
- **Welcomer Homepage Standalone: \$750 PER DAY**
- **Welcomer Section Front Standalone: \$400 PER DAY**
- **Welcomer + Homepage Takeover: \$1,750 PER DAY**
- **Welcomer + Section Takeover: \$1,000 PER DAY**

### CPM-BASED CAMPAIGNS

Scale impressions based on your goals — ideal for sustained visibility and multi-week campaigns.

#### STARTER TIER — \$15 CPM

Up to ~50,000 impressions

- Strong for short bursts or highly targeted pushes
- Note: \$18 CPM if less than a 3-month commitment

#### GROWTH TIER — \$12 CPM

75,000–150,000 impressions

- Balanced approach to reach + frequency
- Note: \$15 CPM if less than a 3-month commitment

#### PREMIUM TIER — \$10 CPM

200,000+ impressions

- Best for broad visibility and ongoing awareness
- Note: \$12.50 CPM if less than a 3-month commitment