



Access News delivers its news to a network of news sites designed to give readers free local access to news and information from major metropolitan areas. We enable advertisers to reach web-savvy, affluent readers that need to be in the know.

Access News first began publishing online in August 2002. Since then, its grown into a news network with 92 major cities online and syndicated headlines that reach over 3,000,000 viewers daily. Access News is one of the largest online publishers of news in North America today.

demographics

Access News readers are decision makers, as evidenced by their education, income and careers:

Over 11% earn over \$100,000 a yr,

*Over 65% earn over \$50,000 a yr

*-includes those wage earners above 100k

Over 14% have post graduate education

*Over 70% have post secondary education

*-includes those who have post graduate education

Access news has more influential women readers than most online news publishers:

Over 56% of our readers are women

Access News readers drive industry and look to our online news as a resource:

Over 49% are senior management or professionals

24% are in sales or marketing

Access News is read by an ever-growing number of tomorrow's leaders:

24% are college students

Age has no boundaries when it comes to late breaking news:

Over 11% of our readers are between the ages of 55 to 64

22 % are between the ages of 35 and 54

22% are between the ages of 25 and 34

33% are between the ages of 18 to 25

- 11% are either over 65 or under 18

Other facts:

Over 70% of our readers use AXcess News as their primary source of late breaking news and information verses newspapers.

Over 56% of first time readers bookmark an AXcess News web site.

Over 40% of our readers turn to the Internet for their purchasing decisions.

More than 50% bank online.

Over 2% of first time readers sign up for our free daily news email.

Over 40% of our readers take advantage of our free stock guide, portfolio manager, market commentaries and stock quotes.

82% of our readers are in the USA

7% are in Canada

8% are in Europe

1% are in Australia and New Zealand

2% are in Asia

ad types & rates

Text Based Advertising:

Text Links	50 char.	Rate Card
Smart Link	22 Char.	Rate Card
Advanced Links	172 Char.	Rate Card

Graphic Based Advertising:

Rectangles & Pop-Unders

Medium Rectangle	300x250	Rate Card
Pop-Under	720x300	Rate Card

Banners & Buttons

Leaderboard	728x90	Rate Card
Full Banner	468x60	Rate Card
Vertical Banner	120x240	Rate Card
Micro Bar	88x31	Rate Card
Button 1	120x90	Rate Card
Button 2	120x60	Rate Card
Square Cube	125x125	Rate Card

Skyscrapers

Skyscraper	120x600	Rate Card
Wide Skyscraper	160x600	Rate Card

Request more Information:

For further questions or inquiries, please contact our advertising account manager:

- Email: advertising@accessnews.com

- Telephone: 1-775-826-4547

additional info

2005 Advertising Information

Listing of Access News U.S. City Sites

Advertising Statistics & Research

How to build your Ad Campaign

Ad Creative Services

Access News Sponsorships