



# TOLEDO MEDIA WEB SITES

## WEB PAGE “SNAP SHOT”

January 23<sup>rd</sup>, 2009

[13abc.com](http://13abc.com)

[wtol.com](http://wtol.com)

[toledoonthemove.com](http://toledoonthemove.com)

[toledoblade.com](http://toledoblade.com)

[foxt Toledo.com](http://foxt Toledo.com)

# TOLEDO MEDIA WEB SITES

## 13abc.com

- Only one ad “above the fold.”
- Your ad will be hidden at the bottom of the screen.
- Average Time on Site = 6:09

**BREAKING NEWS:** The Bridges Community Academy in Tiffin is having sewage problems. Parents are asked to pick up their children.

The screenshot shows the 13abc.com website interface. At the top, there's a search bar and a "SEE IT ON TV? CHECK HERE" link. The main navigation menu on the left includes sections like HOME, NEWS, LOCAL, NATIONAL, WEIRD, ENTERTAINMENT, RECALLS, BUSINESS, SCHOOL CLOSINGS, SEND NEWS TIPS, HEALTH, SPORTS, I-TEAM, WEIRD, VIDEO, WEATHER, VIDEO & PHOTOS, RESOURCE, COMMUNITY EVENTS, NEWS TEAM BLOG, TV LISTINGS, HOROSCOPES, and LOTTERY. The main content area features a "SWITCH TO DIGITAL FEB. 17, 2009" banner with the text "Television as we know it is about to change." Below this is a headline "DTV transition delay bill in the Senate" with a sub-headline "Cable would be pushed to June '12 if measure passes next week". The "MORE STORIES" section lists several news items, including "More local news stories", "Check out our new pages", "Are YOU a Copcon Currier?", "DTV transition delay bill in the Senate", "This job/career opens in December", "SE 40 profit falls 46 pct, led by Nucor...", "Some critics for integration war begin...", "Graduation of state flu, get boost...", "Working out for 7 men in follow-up...", "Unemployment hits hand 13th high", "Technology computers bring new jobs to...", "Quincy Tinkles Baby Show", "Local students return from DC", "Thursday Headlines", "FBI's search on Al Qaeda", "Apartment fire in W. Toledo", "Money Co. may be sold on 1 sign change", and "Union of Virginia Tech striking disrupted". The right sidebar contains a "MORE CENTER" section with a mobile phone image and a "WATCH YOUR FAVORITE ABC SHOWS ONLINE" section. The bottom of the page features a footer with "MORE 13ABC.COM" links, a "TAX TIPS" banner, a "My New Home" banner, a "Junior League of Toledo" banner, and a large advertisement for the Transportation Security Administration with the text "A CAREER WHERE X-RAY VISION AND FEDERAL BENEFITS COME STANDARD" and "Become A Transportation Security Officer".

# TOLEDO MEDIA WEB SITES

## WTOL.com

- Many small ads stacked together.
- How will your ad break through the clutter?
- Average Time on Site = 6:22

The screenshot displays the WTOL.com website homepage, which is highly cluttered with various elements. At the top, there's a navigation bar with the WTOL logo, search fields, and social media links. Below this, the main content area is divided into several sections: a large news story on the left, a 'VIDEO' section in the middle, and a 'WIN A \$50,000 HOME MAKEOVER!' promotion on the right. The bottom half of the page is dominated by a large 'BIG RED BOX' advertisement and a 'WIN A \$50,000 HOME MAKEOVER!' banner. The overall layout is dense and visually busy, with many small ads and navigation elements stacked together.



# TOLEDO MEDIA WEB SITES

toledoonthemove.com

- Which TV station is this?
- Where would your ad go?
- Average Time on Site = 4:42




# TOLEDO MEDIA WEB SITES

toledoblade.com

- “NASCAR” effect – many small ads piled together on the side.
- Making your ad stand out will be difficult.
- Average Time on Site = 6:14



# TOLEDO MEDIA WEB SITES

**FOX TOLEDO.com**

- Easy to read ads.
- Easy to see positions.
- Re-designed website works harder for you!
- Average Time on Site = 22:02!





# Average Time on Site

