

What is DavidsonNews.net?

DavidsonNews.net is a local news and information website based in Davidson, NC. We were founded in 2006 by David Boraks, a 35-year newspaper veteran and long-time Davidson resident. We're pioneers in hyperlocal journalism, and share information and promote discussion about town news, events and issues daily.



Online Advertising Overview

Why buy online vs. print?

Frequency

Your message is constantly reinforced

- Online news website users spend almost **twice as many hours** online.
- DavidsonNews.net is **updated multiple times** a day.
- Subscribers motivated to **return frequently**.
- Quick ad turn-around
- 24/7 accessibility

Targeting

Over 85% of subscribers live in Davidson

- This is your **target market**: highly-educated, family-oriented, affluent.
- **Over 40,000** unique monthly visitors.
- **More than 1,400** opt-in to receive headline summaries, emailed daily.
- We have **over 800** Facebook and **over 400** Twitter followers.

Credibility

Rely on website to help stay connected to community

- Internet advertising is **100% measurable**
- **Tracking power**: Monthly metrics reports give advertisers measurable return including number of impressions and click through rates.
- **Local news among most trusted** online content sites. That credibility extends to advertisers
- **Purchasing power**: 63% of visitors to online news sites prefer to find out about new products through the internet.

What Do Advertisers Have To Say?

John Marshall Custom Homes:

"I have one remodel prospect so far that specifically mentioned that they heard of us through our DavidsonNews.net ad. I do think it has made a difference. Per the stats I get from Google, each 7 day cycle that the ad runs, I get about 7-10 new visitors to my site from DavidsonNews.net."

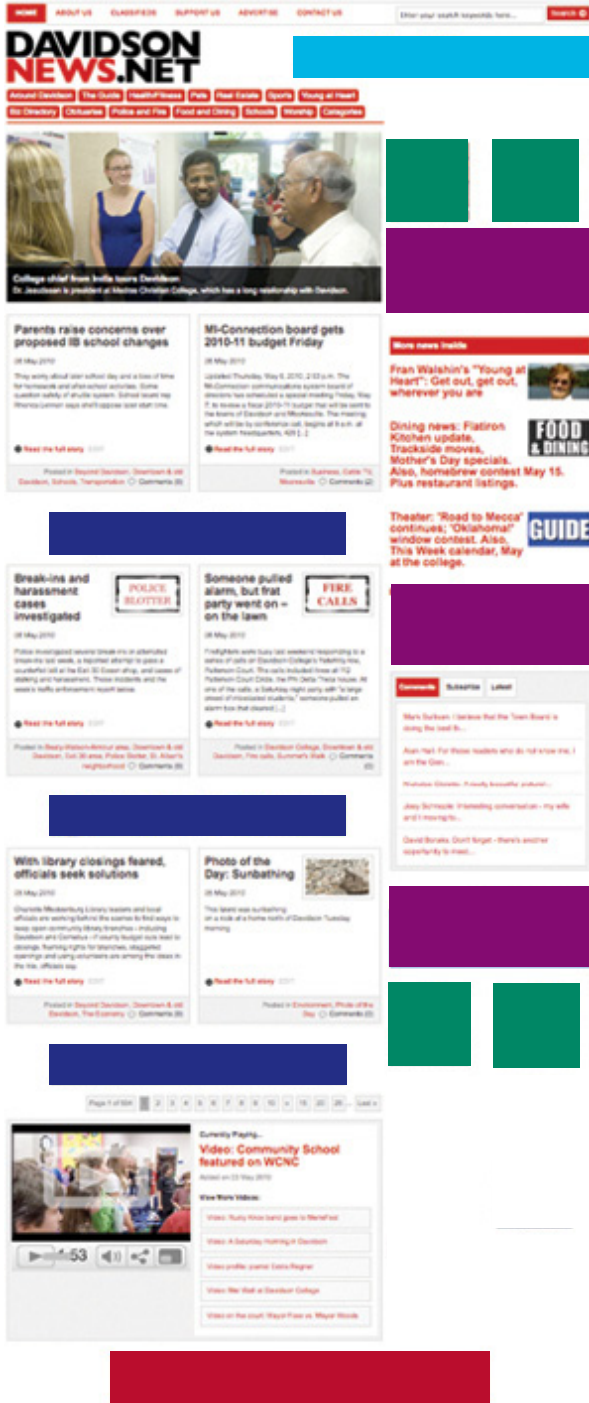
Snap Fitness:






"We feel strongly about spending marketing dollars locally here in Davidson and I know A LOT of residents visit DavidsonNews.net regularly. Recently I passed along some of our "click-thru" reports to the HQ Marketing Department at our Corporate Office. I was looking for an opinion because I personally did not know how to measure internet advertising and whether to deem it successful. They said the stats from our ad on DavidsonNews.net were worth the marketing dollars..."

Davidson Chocolate Company:

"We KNOW the power of DavidsonNews.net and your loyal readership. The customers sure let us know where they read about us."

Package #1 - The Front Page



-  Top Banner 468x60
-  Square 125x125
-  Horizontal Rectangle 320x125
-  Horizontal Rectangle 468x60
-  Footer Rectangle 600x80

*3, 6 & 12 month contracts available

Package #2 - Interior Story Pages, Around Davidson, Young at Heart, Schools, Police & Fire and Obits

HOME ABOUT US CLASSIFIEDS SUPPORT US ADVERTISE CONTACT US

Enter your search keywords here... Search

DAVIDSON NEWS.NET

Around Davidson The Guide Health/Fitness Pets Real Estate Sports Young at Heart
Biz Directory Obituaries Police and Fire Food and Dining Schools Worship Categories

Print This Post Email This Post

Mayor: What MI-Connection means to you – or should

Posted on 11 May 2010. EDIT

This article is reprinted with permission from the Spring 2010 Town Message, which was published on Feb. 26. Mayor John Woods talks about why Davidson residents should consider and care about the future of the MI-Connection cable system.

By JOHN WOODS
Mayor of Davidson

A few months ago, we discussed the importance of buying local and supporting our local businesses. Local products are often higher in quality, lower in price, and more convenient. Today, I would like to discuss a buy-local opportunity that is all of the above. This is also a buying decision that is very important to our community.

COMMENTARY

In the Town Manager's comments in [the Spring 2010] edition of our Town Message (see DavidsonNews.net, May 10, 2010, "Why Davidson got involved in MI-Connection") Leonard Bixio reviewed the town leaders' 2007 decision to partner with Mooresville and purchase the bankrupt Adelphia cable system. Our third-party operator has turned a poorly operating, low technology cable television company into a state-of-the-art communications system. MI-Connection is locally-owned, focused on this community, and offers all the services a large company can provide, with superior service and price competitiveness!

Our challenge now is to grow this system and I appeal to each citizen – residential and commercial – to take pride in this community investment and take advantage of the savings and service.

Now that the system renovation is completed, the growth of citizens using the system for cable, phone, and internet services will enable MI-Connection to stand on its own financially. Did you know, for example, that voice service is the newest product available from MI-Connection and that the addition of just 3,000 new phone users – spread among our three towns (Davidson, Mooresville and Cornelius) – could substantially improve the financial stability of the system?





So, why should we sign-up for MI-Connection? MI-Connection is an investment in our community. We can assure the best in service and technology for every citizen. You deserve the best! We hope that major employers will use the fiber-optic technology to operate here and provide excellent employment opportunities.

MI-Connection has all the products and services offered by large cable companies. Personally, I think we deserve the best services for the best value. MI-Connection offers the full array of digital cable access to over 300 channels with parental controls, over 40 channels of high-definition, DVR, Video-on-Demand, internet access up to 90 percent faster than dial-up and three times faster than DSL, and phone services including unlimited local and long-distance usage. If you are committed to satellite television services, consider using MI-Connection for phone and internet access – I bet you will save money each month and receive better service!

MI-Connection service is the best. MI-Connection is focused solely on Mooresville, Davidson, and Cornelius, providing true local customer service, and 24x7 technical support. Have you ever had to carve out a half day to wait for an installation or service appointment? MI-Connection sets appointment times with a 30-minute arrival window, unique in the telecommunications industry. In my two experiences with technical service at home – the initial installation upgrade and a follow-up call to upgrade some wiring in my 67-year-old house – the MI-Connection technician was waiting for me when I got home!

MI-Connection prices are competitive. Is saving money in your household budget important to you? Let me give you a very personal example: before MI-Connection, I used three different providers for cable, phone, and internet. Today, I have combined all three services in one simple monthly bill (with a major expansion in cable TV services and keeping my same telephone number), I am saving \$70 each month! Call MI-Connection at 704-862-3255 and compare for yourself.





MI-Connection's future. In the long term, the towns of Davidson and Mooresville are not required to continue to own the telecommunications network. At this point in time, having taken ownership and completely renovating

-  Top Banner 468x60
-  Square 125x125
-  Square 250x250
-  Horizontal Rectangle 320x125

*3, 6 & 12 month contracts available

Package #3 - The Guide, Food & Dining, Stylephile and Worship Pages





The screenshot displays the Davidson News.net website interface. At the top, there is a navigation menu with links for HOME, ABOUT US, CLASSES, SUPPORT US, ADVERTISE, and CONTACT US. A search bar is located on the right side of the header. Below the navigation is the main header area with the site logo and a large blue banner. The main content area features several news articles with images and text. The first article is titled 'Graduation week, music, commissioner chat' and includes a 'THIS WEEK' graphic. The second article is 'Bechtler Ensemble kicks off new St. Alban's series' with a 'Church News' graphic and a photo of two men. The third article is 'Movies, Farmers Market, theater and worship' with a 'DAVIDSON WEEKEND CALENDAR' graphic and a photo of a man. The fourth article is 'Parks & Rec has summer camp openings'. The fifth article is 'Road to Mecca' continues; 'Oklahoma!' window contest' with a 'THEATER NOTES' graphic. A calendar for May 2012 is visible on the right side of the page, showing events for each day. The bottom of the page features a 'Midnight music, music and more' section.

-  Top Banner 468x60
-  Square 125x125
-  Horizontal Rectangle 320x125
-  Square 250x250

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Package #4 - Classifieds, Pets, Business, Real Estate, Sports and Health & Fitness

The screenshot shows the website's layout with various classified advertisements. The top navigation bar includes links for Home, About Us, Classifieds, Support Us, Advertise, and Contact Us. A search bar is located on the right. The main content area features several ads: 'Davidson Classifieds' with an 'ADVERTISE HERE' section, 'HELP WANTED' for an accountant, 'COOK WANTED' for a full-time cook, 'SUMMER CAMPS' for a volleyball camp, 'ITEMS FOR SALE' for a sports card collection, and 'REAL ESTATE FOR SALE OR LEASE' for a property at 20419 Shearer Rd. A sidebar on the right contains a subscription form with fields for email and a 'Go' button, along with social media icons and a privacy notice.

-  Top Banner 468x60
-  Horizontal Rectangle 320x125
-  Square 125x125
-  Square 250x250

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