



# The Power of Discovery

**\$115MM+**

IN MERCHANDISE SALES 2019

**10MM+**

ENGAGED VISITORS PER MONTH

**80,000+**

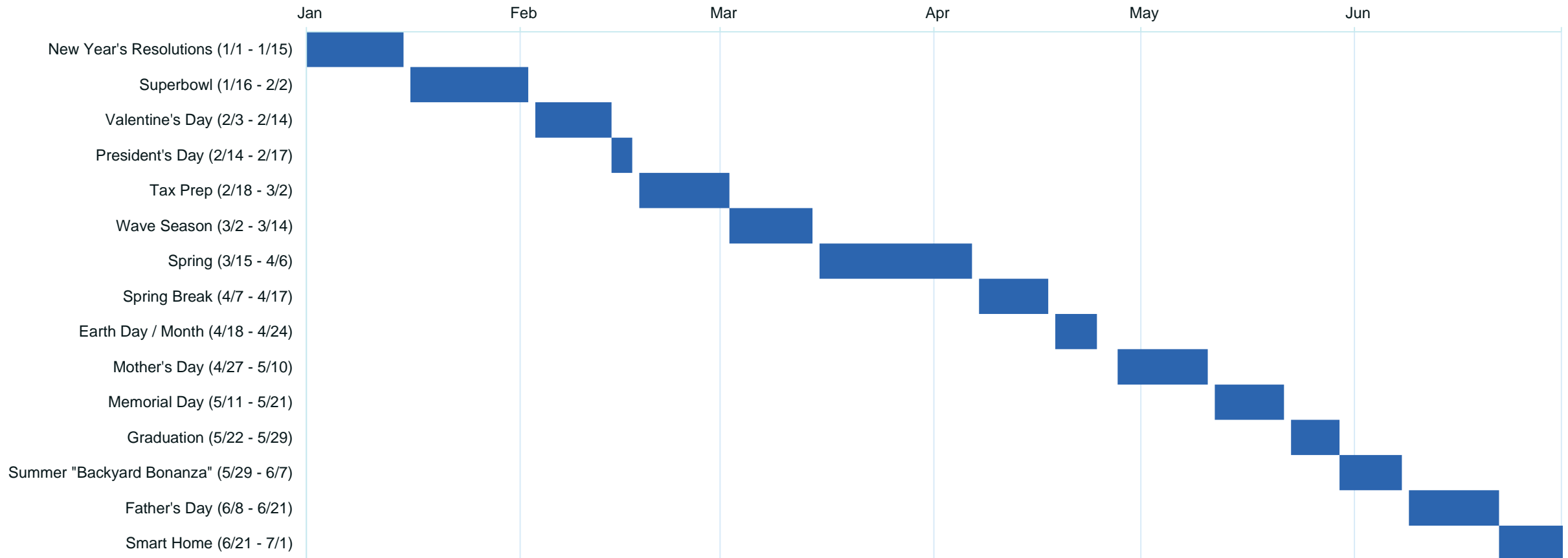
DEALS PUBLISHED EVERY YEAR

**80+**

EMPLOYEES, IN BUSINESS FOR OVER 20 YEARS

OFFICES IN HUNTSVILLE, NEW YORK, AND DUBLIN

# Promotions Calendar



# Native

**+80K** DEALS/YEAR

Sponsored Deals on Homepage, Mobile

Web, In App, and Event Pages

The screenshot shows the DealNews homepage with a blue navigation bar. The main banner features a green background with the text "SCORE BIG SAVINGS BEFORE THE BIG GAME" and a "SHOP NOW" button. Below the banner, there are filter options for "Interests" and "1000+ Offers". A grid of deals is displayed, including a "5 Deals You Need to Know Today" section, a "Hanes Clearance" offer with "Up to 70% off + extra 20% off", and an "Apple Watch Series 5 at Sprint" offer with "50% off + free shipping". An advertisement for JUVÉDERM is also visible on the right side.

The screenshot shows the DealNews event page for "Super Bowl TV and Food Deals". The navigation bar includes "Home > The Big Game". The main banner is identical to the homepage. Below the banner, there are filter options for "1 Offer" and "41 Offers". A grid of deals is displayed, including a "Gas South" advertisement, "Ooni 3 Portable Wood-Fired Outdoor Pizza Oven for \$199", "Samsung QLED Smart TVs w/ Alexa at Amazon: Up to 50% off", and "Fan Gear at Eastbay: 50% off... or more". A "TVs (12)" section is also visible, featuring a "LG 55" 4K HDR OLED UHD Smart TV" for "\$1,429 w/ \$150 Dell GC". A summary table at the bottom right shows "Published The Big Game Offers" with "Total Offers: 41", "Largest Discount: 65% off", and "Average Savings: \$8.33".

# Email

# 470K CIRCULATION

Email inclusion and solo emails available

dealnews.

Here are today's best deals picked just for you.

Finish Line  
Finish Line Featured Styles:  
Extra 50% off

Get extra savings on already discounted select Men's, Women's, and Kids' shoes, clothing, and accessories. [More](#)

SHOP NOW

Clarks  
Clarks Winter Sale: up to 50% off + extra 30% off [More](#)

Use code: TAKE30  
SHOP NOW

Jos. A. Bank  
Jos. A. Bank Reserve Collection Men's Tailored Fit Spread Collar Plaid Sportshirt for \$19 [More](#)

SHOP NOW

eBay  
The North Face Men's Denali Revolution Jacket for \$90 [More](#)

SHOP NOW

Boscov's  
Boscov's January Clearance Sale: Up to 73% off [More](#)

Fossil  
Fossil Men's Rhett Chronograph Watch for \$55 [More](#)

Macy's  
Alfani Men's Adam Cap Toe Oxford Shoes for \$18 [More](#)

Check out today's sponsored deal from HP. [Click here](#) to view it online.

dealnews. Never Miss a Deal!

hp  
**BLACK FRIDAY**

It's on.  
The hottest holiday deals are here.

Save up to 65%\*

Black Friday is here!

It's BLACK FRIDAY and the hottest holiday deals are here! Save up to 65% on Select Door Buster deals on laptops, monitors, printers and more at HP. Don't wait, offer good today only or while supplies last, and these won't last long.

Shop Now

Never Miss a Deal! CONNECT

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**35%**  
OPEN RATE  
(CRUSHES INDUSTRY AVG.)



**14%**  
CLICK-THROUGH RATE

# Display

**+10MM** VIEWS  
PER MONTH

Premium placements available across Dealnews

The screenshot displays the Dealnews website interface with several premium ad placements highlighted in light blue boxes:

- Category Page Carousel:** Located on the left side of the main content area, featuring a carousel of product images including Ethernet cables, Apple gear, and keyboards.
- Homepage Premium:** A large rectangular area at the bottom of the main content area.
- Sidebar Top:** A rectangular area on the right side of the page, above the advertisement.
- Advertisement:** A promotional banner for Old Navy, featuring a woman in a red dress and the text "Up to 75% OFF Clearance online & in stores".

The website header includes the Dealnews logo, navigation links for Categories, Stores, and Blog, a search icon, a refresh icon, and a Sign In link. The main content area is titled "Computer Deals and Best Computer Sales" and includes a filter section and a sorting option.

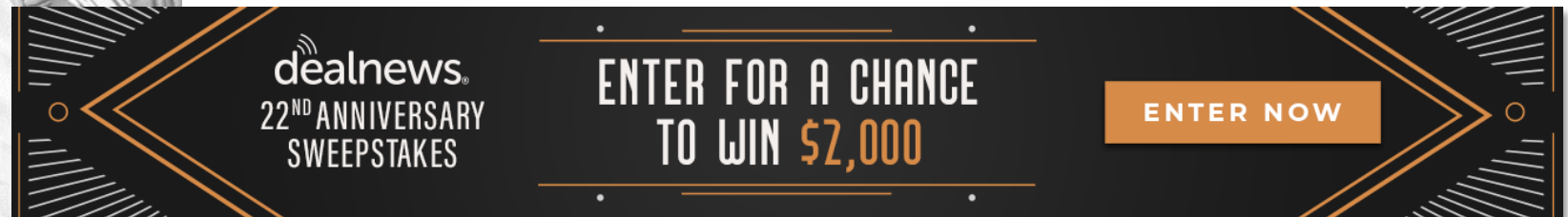
# Sweepstakes

**50,000+** UNIQUE  
ENTRANTS/  
MONTH

Co-registration options are available



**BLACK FRIDAY** WIN **\$4,000** sponsored by: **DELL** dealnews. SWEEPSTAKES **ENTER NOW**

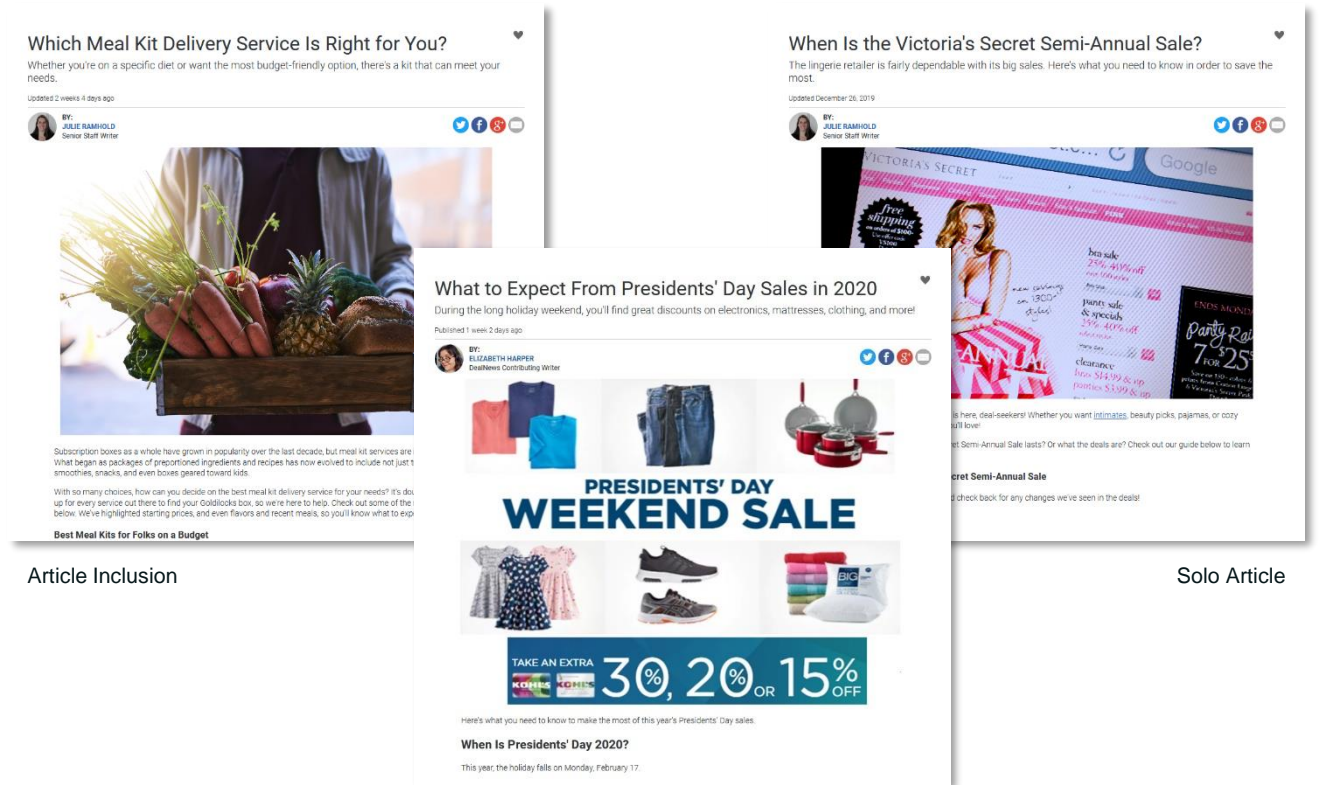
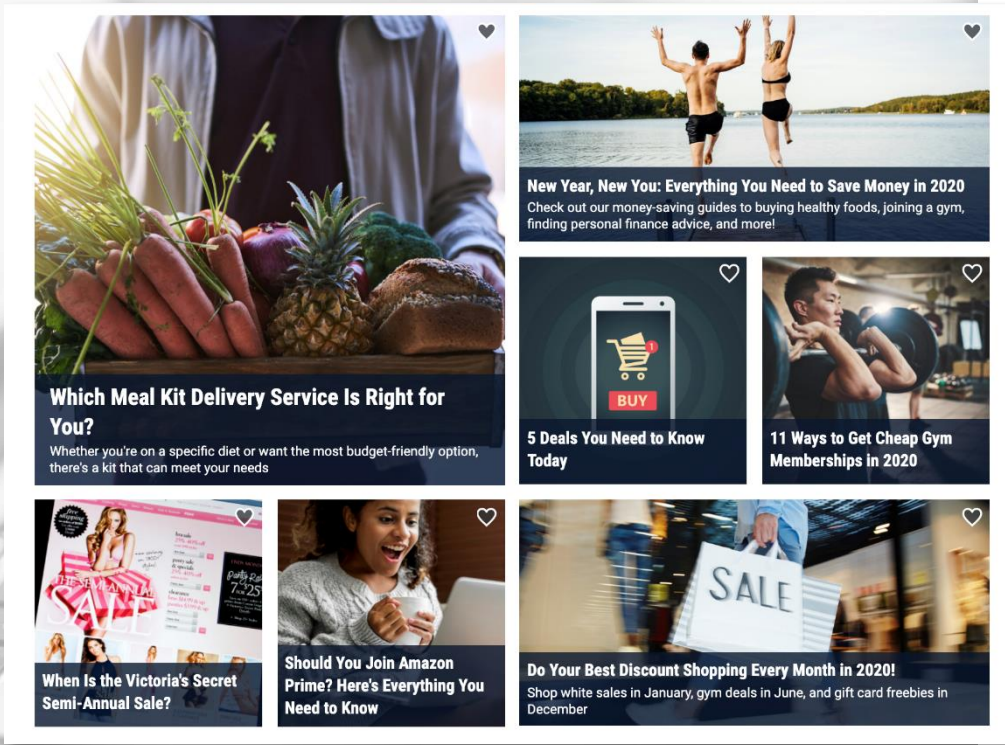


dealnews. 22<sup>ND</sup> ANNIVERSARY SWEEPSTAKES ENTER FOR A CHANCE TO WIN **\$2,000** **ENTER NOW**

# Blog

300,000+ UNIQUES PER MONTH

Articles get traffic via SEO for an entire year



Article Inclusion

Solo Article

Article Call-out w/ Image