

# ABOUT MYMOTHERLODE.COM

MyMotherLode.com, the ultimate online information source for the Gold Country, is a premier news and information website in Northern California attracting an average of 500,000 visits per month. With thousands of pages of information, the website gives viewers absolutely everything they need to know about the Gold Country. It's packed with local and national news, sports, arts and entertainment information, community events, weather, traffic and more - all updated minute-by-minute of every single day.



## MARKET

Developed in alliance with several media organizations, including Radio Stations KVML, KZSQ and KKBN, **MyMotherLode.com** is a **local**, interactive medium that can deliver your message to a growing local audience. These consumers have become dependent on the Internet to find the information they need to make buying decisions of all kinds.

## CREATE

We can create a custom website for your business and provide art and graphic design for your display ads.

## BRAND

**MyMotherLode.com** has a distinct brand like no other regional website and is complimented by constant exposure on local and regional Radio Stations KVML-KZSQ and KKBN.

It can be argued that branding is the most important element for a healthy, vibrant business. Consumers must remember your brand and have instant top-of-mind awareness when they are ready to purchase your products.

## WWW.MYMOTHERLODE.COM OPENS DOORS TO YOUR BUSINESS



Not only do local residents rely on **MyMotherLode.com** for news, weather and important community information, your business can count on MyMotherLode.com to deliver customers. Since 2004, MyMotherLode.com has grown from 100,000 (2004) visits a month to over 500,000 (2008) visits a month.

Put the **most popular website** in the Western Sierras to work for your business. Your customers are online. Shouldn't your business be there too?

For more information, please contact Clarke Broadcasting  
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**MyMotherLode.com**  
Your Gateway to Tuolumne and Calaveras Counties