

# CONTENT ON MYMOTHERLODE.COM

MyMotherLode.com is updated minute-by-minute with local news, sports, traffic, weather, classifieds, and more. And each day thousands of viewers visit MyMotherLode.com to get news and information important to them. Your ad on MyMotherLode.com puts you in front of people who are actively seeking local information. MyMotherLode.com content includes:



## INFORM

**Up-To-The-Minute News:** In cooperation with KVML, KKBN and KZSQ, we provide local, state and national news and sports with a hometown flavor.

**Sports:** MyMotherLode.com has special sections for archiving games of Sonora High and Summerville High football games and feature guides and forums for golfing, hunting, fishing, boating, biking, camping and more.

## ENTERTAIN

MyMotherLode.com offers movie reviews, restaurant reviews, detailed community information, events, calendars and yellow page directories of golf courses, restaurants, hotels and more. Targeted advertising opportunities and links are available throughout the section.

**Contests:** We love to make winners out of our users. This is great way to create attention and interest for your product or service. Online contests are also perfect for building databases of local consumers. You provide the prize and we'll do the rest. At the conclusion, we provide a complete database, including email, address and phone.

## UNITE

**Forums:** Forums are available for topics such as high school sports, health & fitness, entertainment and issues of concern to the Mother Lode. Targeted advertising opportunities and links are available throughout the section.

**Best Local Classifieds:** MyMotherLode.com provides the best local automotive, employment, real estate listings and online classifieds in the Mother Lode and they are fresh daily.

## 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 400,000 (2006) 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