

smart news for smart people.

The Johns Creek Post was inspired by the community demand for a higher quality local news source. Our bold online look is styled to present our news and stories so that they make a direct and immediate connection with the reader. Fonts, colors and presentation are all meant to bring our Web site as close as possible to the experience of reading the newspaper, while still offering a distinctly Webby product.

Online Features:

- ◆ JCP ONLINE updates our news daily - that means more in-depth coverage of the news and local events readers care about - local politics, school news, community happenings, local sports, reviews, opinion and culture.
- ◆ Community conversations - all of our stories, blogs, reviews and opinions are open to reader comments.
- ◆ Almost every area of our site carries an RSS feed, which allows our readers to stay on top of stories that interest them and receive e-mail updates on their handheld devices when there's news.
- ◆ We feature award-winning writers and reporters, many of whom live in Johns Creek.

why online advertising works

- ◆ 141 million people use the Internet - 78 percent of those people are buying a product or service, 67 percent are getting their news online.
- ◆ 93% of Internet users have a household income of more than \$75,000, are college educated and between the ages of 30 and 64.
- ◆ Johns Creek is an affluent suburban community with a median annual household income estimate of \$111,060. The median home sale price is more than \$320,000, with 61 percent of homes selling for more than \$500,000.
- ◆ Our 60,245 area residents are engaged with their local schools and want to patronize local businesses.
- ◆ Our online ads provide a direct click-through to your business website, providing the extra flash and visibility you need to increase your bottom line.

- ◆ Online advertising allows us to track subscriber data and pass that information along to our business clients.