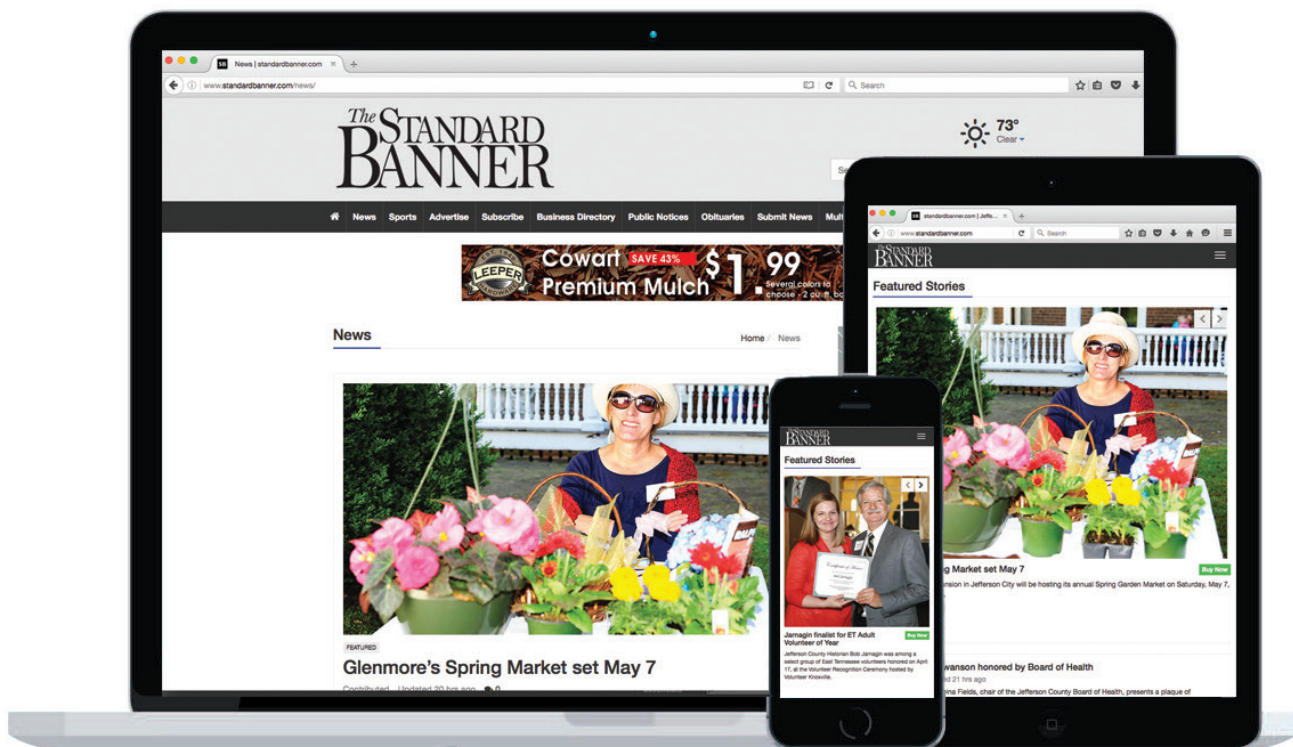


Digital Advertising Rates

standardbanner.com



The STANDARD
BANNER
SERVING JEFFERSON COUNTY SINCE 1928

Popular Ad Positions

Bottom Banner - 728 x 90 Pixels
Home page and ROS **\$5 CPM**

Cube - 300 x 250 pixels
Home page only **\$10 CPM** //
Home page and ROS **\$7 CPM**

***In-Story** 300 x 250 pixels
Appears inside of news article
content **\$8 CPM**

Weather Sponsor Appears top
right of Frontpage and ROS
300 x 90 px **\$8 CPM**

E-Edition Sponsor Appears on
Frontpage and ROS
300 x 90 px **\$7 CPM**

Leaderboard - 728 x 90 Pixels
Home page only **\$10 CPM** // Home page and ROS **\$7 CPM**

Popular Ad Positions

Super Cube - 300 x 500 pixels
Home page only **\$12 CPM** //
Home page and ROS **\$9 CPM**

Mobile-ready ad-sizes

Cube - 300 x 250 pixels
Home page only **\$10 CPM** //
Home page and ROS **\$7 CPM**

***In-Story** 300 x 250 pixels
Appears inside of news article
content **\$8 CPM**

Mobile Banner - 300 x 50 pixels
Standalone ad **\$6 CPM**
Leaderboard Add-on **No additional CPM***

*Run a mobile banner in addition to your Leaderboard ad on our full site to reach desktop, tablet, and mobile users. There is no additional CPM cost for this ad, however, expect to reach up to 30% more impressions by adding a Mobile Banner version of your leaderboard. Leaderboard Add-On must be exactly the same ad copy as your Leaderboard. For separate design, a \$50 design fee will apply.

Let's Get Social

Social Add-on



Reach over 5,000 more people with our social add-on package! We'll post your web ad to over 5,000 followers on our facebook and twitter accounts.

One time posts

Ideal for events. Posted to both our Twitter and Facebook audiences
// **\$20**

five posts

5 posts to our Twitter and Facebook social audiences over a 1-2 week time period
// **\$75**

sponsored posts

In addition to our 5,000 social circ, we will sponsor your content on Facebook to reach up to thousands of additional people in your market

- 370-900 additional reach // **\$35**
- 700-1800 additional reach // **\$60**

Policies

- All ads unless otherwise noted are ROS (Run of Site).
- Minimum monthly purchase is 10,000 unique impressions
- Minimum purchase includes one free ad design. *Monthly re-designs are subject to hourly design rate of \$50/hr.
- Links will be provided, and are encouraged, back to your website or social page at no additional cost.
- All ads spots are rotational, but there will not be more than 4 ads per rotation at any given time in order to ensure your ad reaches its impression limit.

standardbanner.com

- 35,000 average unique monthly visitors
- 60,000 average unique monthly pageviews

Contact

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