

Online Advertising Networks

California

3 ad sizes: medium rectangle 300x250, skyscraper 160x600, leaderboard 728x90 (all req'd)

Run of Network:	\$6 CPM
Northern or Southern CA:	\$8 CPM
Customized:	\$20 CPM

Minimum \$5,000 order - delivers 833,333 impressions

142 websites

Florida

2 ad sizes: medium rectangle 300x250 and leaderboard 728x90 (both sizes required)

30 days Static:	\$1,000
Online & Print Combo	
2x2 (1 week) & 30 days Static:	\$2,010
2x4 (1 week) & 30 days Static:	\$3,250

32 websites

FL: *Buy any statewide print ad and online is \$500*

Kentucky

Select from 2 ad sizes

Button 120x90:	\$2,100
Leaderboard 728x90:	\$4,150

1 month - 1 million views

37 websites

Illinois

3 ad sizes: medium rectangle 300x250, skyscraper 160x600, leaderboard 728x90
or 30 second video medium rectangle 300x250

Run of Site:	\$8 CPM
Video:	\$15 CPM

Advertiser chooses number of impressions per website. There is minimum.

55 websites

Iowa

3 ad sizes: medium rectangle 300x250, skyscraper 160x600, leaderboard 728x90

30 days:	\$1,500
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500,000 guaranteed impressions

47 websites

Louisiana

2 ad sizes: medium rectangle 300x250 and leaderboard 728x90 (both sizes required)

Run of Site:	\$3,720
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Guarantee of over 1 million impressions

30 websites

Online Advertising Networks

Minnesota

1 ad size: 120x240

	Online Only	with 2x2/2x4 purchase*
Statewide:	\$900	\$425
One Region:	\$300	\$195
Two Regions:	\$575	\$345
Three Regions:	\$850	\$410

*prices listed are in addition to the price of a 2x2 or 2x4. Rates listed are for one week.

56 websites

Missouri

Select from 2 ad sizes

468x60:	\$14 CPM
125x125:	\$9 CPM

36 websites

New England

3 ad sizes: medium rectangle 300x250, skyscraper 160x600, leaderboard 728x90

Run of Site: \$15 CPM

Up to 5 million impressions per month

Select statewide, region, or from a list of individual websites

New Jersey

3 ad sizes: medium rectangle 300x250, skyscraper 160x600, leaderboard 728x90

Monthly Impressions – Run of Site

100,000 – 300,000	\$13.50 CPM
301,000 – 500,000	\$12.50 CPM
501,000+	\$12.00 CPM

Minimum \$1,350 per month

30-35 websites

New York

1 ad size: medium rectangle 300x250

Capital Dist./N Country Region:	28 websites	\$375
Hudson Valley Region:	12 websites	\$375
Western/Central Region:	16 websites	\$375
New York City Region:	9 websites	\$500
Long Island Region:	49 websites	\$750

Rates listed are for one week

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North Carolina

5 ad sizes: medium rectangle, leaderboard, half page, skyscraper, wide skyscraper

Option 1: Discounted Run of Channel – 2 weeks

- 1) 250,000 impressions, \$10 CPM, choose 4 sites (\$2,500)
- 2) 500,000 impressions, \$8 CPM, choose 6 sites (\$4,000)
- 3) 1,000,000 impressions, \$6 CPM, choose 8 sites (\$6,000)

Option 2: 2x2/2x4 Print & Online Combo – 1 week

- Print network advertiser add a banner for \$500 per week
- 100,000 guaranteed impressions
- Choose 2 sites

Option 3: Display & Online Combo – 4 weeks

- \$3,500 and 1.5 million impressions
- Choose 5 sites

Ohio

3 ad sizes: medium rectangle 300x250, skyscraper 160x600, leaderboard 728x90

Run of Site: \$6 CPM

Minimum 250,000 impressions, \$1,500

84 websites

Pennsylvania

3 ad sizes: medium rectangle 300x250, skyscraper 160x600, leaderboard 728x90

Allentown: 70,000 impr. \$355 Philadelphia (City): 58,000 impr. \$475

Erie: 80,000 impr. \$355 Pittsburg: 260,000 impr. \$825

Central PA: 100,000 impr. \$590 Wilkes Barre/Scranton: 140,000 impr. \$825

Johnstown/Altoona: 70,000 impr. \$590 Eastern portion PA: 390,000 impr. \$2,945

Philadelphia (Suburb): 100,000 impr. \$945 Western portion PA: 398,000 impr. \$2,355

Rates listed are for one week

South Carolina

3 ad sizes: medium rectangle 300x250, skyscraper 160x600, leaderboard 728x90

Run of Site: \$8 CPM

Minimum 100,000 impressions

54 websites

Tennessee

2 ad sizes: medium rectangle 300x250, 180x300, and 120x300 (all 3 sizes required)

Run of Site: \$1,200 per month

Average 900,000 impressions per month

44 websites

Online Advertising Networks

Washington State (place thru Oregon)

Select one of 4 ad sizes and region or statewide.

	Western	Eastern
Banner	\$150	\$125
Skyscraper	\$150	\$125
Tile/Button	\$100	\$75
Box/Rectangle	\$225	\$150
	Per paper	Per paper
	Per month	Per month

Western minimum 20 paper purchase. Eastern all 21 papers.

Statewide – 10% discount

78 websites

Virginia

3 ad sizes: medium rectangle 300x250, skyscraper 160x600, leaderboard 728x90

\$5,000 minimum for 450,000 impressions over 2-4 weeks

39 websites