



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: \$1,250
Online & Print Combo – 50% off Online ad
2x2 for \$1,260 + Online for \$625 = \$1,885
27 websites

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
500,000 guaranteed impressions
45 websites

Louisiana

2 ad sizes: medium rectangle 300x250 and leaderboard 728x90 (both sizes required)
Run of Site: \$4,635
Guarantee of over 1 million impressions
36 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

Mississippi

1 month:	\$1,499	750,000 minimum impressions
3 weeks:	\$1,099	550,000 minimum impressions
2 weeks:	\$699	350,000 minimum impressions

38 websites

Missouri

3 ad sizes: medium rectangle 300x250, skyscraper 120x600, leaderboard 728x90,
rectangle 180x250, full banner 468x60
\$8 CPM
Minimum order \$240

38 websites

Nebraska

1 ad size: medium rectangle 300x250

	Run of Site
Statewide – 63 websites:	\$2,500
Northeast:	\$250
Southeast:	\$250
West:	\$250
Central:	\$250

30 days. Statewide buy 250,000 impressions. Buy a 2x2 print ad, receive \$50 off

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



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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

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

7 days: \$5,000 1,000,000 impressions

14 websites



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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

3 ad sizes: medium rectangle 300x250, 180x300, and 160x320 (all 3 sizes required)

Run of Site: \$750 per month

Average 220,000 impressions per month

26 websites

Texas

Select one of 3 ad sizes and region or statewide.

	North (37)	South (45)	West (26)	Statewide
Top Leaderboard	\$125	\$125	\$125	\$300
Medium Rectangle	\$100	\$100	\$100	\$250
Bottom Leaderboard	\$75	\$75	\$75	\$150

Washington State (place thru Oregon)

Select one of 4 ad sizes and region or statewide.

	Western	Eastern
Banner	\$200	\$175
Skyscraper	\$200	\$175
Tile/Button	\$150	\$125
Box/Rectangle	\$250	\$200

Western minimum 20 paper purchase. Eastern all 29 papers.

Rates – per newspaper website, per month

Statewide – 10% discount

90 websites