

Ad Impression Packages:

	Impressions	CPM	Monthly
Premium	60,000	\$12.00	\$720
Advanced	50,000	\$13.00	\$520
Basic	30,000	\$14.00	\$420

Open Rates:	Impressions	CPM	Monthly
ROS Banner Advertising	10,000 (<i>minimum buy</i>)	\$25.00	\$250

All packages include

- Varied Banner sizes (728 x 90; 300x 250; 160 x 600)
- Additional impression can be purchased at above CPM rates
- Rotation throughout the site (ROS)
- Minimum 3 month contract. Early termination will result in advertiser being invoiced at open rates for any impressions that have run.
- Includes all production charges up to 2 hrs per month (a \$250 value)
- Targeted sections: add an additional \$2.00 CPM to any of the above rates
- Existing Print Advertisers receive an additional 10% discount from above rates

Unique/Creative Opportunities

Page Curl	30,000		\$500
Floater/Slide	30,000		\$600
Page Skin (includes 100,000 ROS banner impressions)			\$2,000

Video	10,000 (<i>minimum buy</i>)	\$ 25.00	\$250
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ROS In banner video advertising ; *additional impressions can be purchased; CPM does not include video production (separate fees may apply). Maximum 30 sec video commercials (recommended size is 15 sec)*

Email Advertising:

1. Newsletter Blast emailed to over 14K opt-in subscribers with each send	\$500
Contract discounts: 6x = \$450 per send 12x=\$400 per send 24x =\$350 per send	
<ul style="list-style-type: none"> • Published and sent twice per week on Tuesdays and Fridays • Varied Banner sizes (728 x 90; 300x 250; 160 x 600) • Ad locations may vary and are up to the sole discretion of publisher 	

2.Dining Deals Email Blast (limited to 10 restaurants per week) \$50

- Charges per restaurant per week
- Sent on Mondays late morning
- Must include a promotional dining offer each week

Sponsorships:

Receive a premier position on a section. Sponsorships include **static ad unit** and will include a link to the advertiser's website. Available for the following sections:

Sports Health Business Entertainment

Ad size: 200x 30

Local Tile Ad	\$100 per month
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- 160x90 pix
 - This option is currently only available for the following categories
 - Dining
 - Health
 - Camps
- Individual Newspaper home pages