

# ONLINE ADVERTISING RATE CARD

\*Rates and statistics updated 2/28/2011

# GAZETTENET.COM

All rates are per 1,000 impressions unless otherwise noted - 30,000 minimum purchase

## 1 Leaderboard

(728x90 pixels)

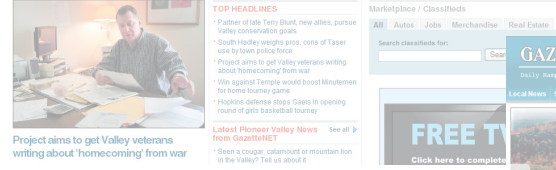
ROS \$12.00  
Homepage \$15.00



## 2 Rectangle A (Top)

(300x250 pixels)

ROS \$10.00  
Homepage \$12.00



## 3 Rectangle B

(300x250 pixels)

ROS \$8.00  
Homepage \$10.00



## 4 Tile

(120x90 pixels)

ROS \$8.00  
Homepage \$10.00



## 5 Banner

(468x60 pixels)

ROS \$5.00  
Homepage \$7.00



## Understanding Online Advertising

**HOMEPAGE:** The "front page" of a web site.

**RUN OF SITE (ROS):** All "inside" pages of a web site.

**PIXELS:** The "dots" on a computer screen.

**PAGEVIEWS:** The number of pages seen by readers.

**IMPRESSIONS:** The number of times an individual ad is seen by a reader.

**BANNER**