



## 2011 ONLINE ADVERTISING

**1 Ad Unit: Marquee**  
 Dimensions: 468 x 60  
 File Format: GIF, JPEG, HTML, Flash

Placement: Top Right of every page

Open Rate	30 Day	6 week	3 Month	12 Month
\$10.00 CPM	\$500	\$470 mo.	\$450 mo.	\$400 mo

**2 Ad Unit: Leaderboard**  
 Dimensions: 728 x 90  
 File Format: GIF, JPEG, HTML, Flash

Placement: Top of every inside page; bottom of every page

Open Rate	30 Day	6 week	3 Month	12 Month
\$7.00 CPM	\$275	\$250 mo.	\$250 mo.	\$200 mo

**3 Ad Unit: Large Rectangle (Big Box)**  
 Dimensions: 300 x 250  
 File Format: GIF, JPEG, HTML, Flash

Placement: 3 positions on every page, 2 on right rail

Open Rate	30 Day	6 week	3 Month	12 Month
\$7.00 CPM	\$300	\$275 mo.	\$250 mo.	\$225 mo

**4 Ad Unit: Half Page**  
 Dimensions: 300 x 600  
 File Format: GIF, JPEG, HTML, Flash

Placement: Right rail of every inside page

Open Rate	30 Day	6 week	3 Month	12 Month
\$10.00 CPM	\$350	\$300 mo.	\$275 mo.	\$250 mo

### Design Deadlines:

- All online ads must be turned in to the newspaper 72 hours prior to campaign launch with the exception of rich media which needs to be turned in 8 business days prior to campaign launch.

### Camera Ready Deadlines:

- All camera ready online ads must be turned in to the newspaper 24 hours prior to campaign launch.

### Ad Design

AvoyellesToday.com can develop a creative advertising message & develop an online marketing strategy that will meet your business needs. Please provide us with your linking URL, logo & a clear concept of what your goal is for your online advertising.

### General Guidelines

- AvoyellesToday.com reserves the right to edit, reject, revise or cancel an online ad at anytime.
- All ad links must be live links.
- Banners must be designed so that interaction with the ad only occurs if the user's mouse is over the ad.
- All rich media ads must be submitted with a GIF/JPG version.

To advertise contact your sales representative:

**(318) 253-5413**

or email [randy@avoyelles.com](mailto:randy@avoyelles.com)