



2020 ONLINE ADVERTISING

Leaderboard

Dimensions: 728 x 90

Placement: Top and bottom of every page

Marquee

Dimensions: 468 x 60

Placement: Top and bottom of every page

Ad Unit: Medium Rectangle (Big Box)

Dimensions: 300 x 250

Placement: 3 positions on every page on right rail

Open Rate	30 Day	12 Month
\$7.00 CPM	\$350	\$250 mo

Half Page

Dimensions: 300 x 600

Placement: Right rail of every inside page

Open Rate	30 Day	12 Month
\$10.00 CPM	\$500	\$350 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. All links must be live.

General Guidelines

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

- Discounts available for multiple LSN Publishing websites and newspapers.

- All contracted rates include 50K impressions per month.

- Subject to availability.

To advertise contact your sales representative:

(318) 253-5413

or email ads@avoyelles.com