



2014 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 Month	12 Month
\$10.00 CPM	\$500	\$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 Month	12 Month
\$7.00 CPM	\$275	\$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 Month	12 Month
\$7.00 CPM	\$350	\$275 mo.	\$250 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 Month	12 Month
\$10.00 CPM	\$400	\$350 mo.	\$300 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 Teche News 24 hours prior to campaign launch.

Ad Design

The Teche News 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

- Teche News 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.
- Monthly/Annual contracts will deliver minimum of 30,000 impressions with no maximum cap.

Teche News
techetoday.com

To advertise contact your sales representative:

Teche News (337) 394-6232

or email admin@techetoday.com