



## 2023 ONLINE ADVERTISING

# 1

**Ad Unit: Marquee**

Dimensions: 468 x 60

Placement: Top Right of every page

# 2

**Ad Unit: Half Page**

Dimensions: 300 x 600

Placement: Right rail of every inside page

Open Rate  
**\$10.00 CPM**

90 Day  
**\$8.00**

12 Month  
**\$7.00**

# 3

**Ad Unit: Leaderboard**

Dimensions: 728 x 90

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

# 4

**Ad Unit: Large Rectangle (Big Box)**

Dimensions: 300 x 250

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

Open Rate  
**\$7.00 CPM**

90 Day  
**\$6.00**

12 Month  
**\$5.00**

### 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.
- Subject to availability.

avoyellestoday.com

POWERED BY  
The Avoyelles Journal  
Marksville Weekly News  
The Bunkie Record

To advertise contact your sales representative:

**(318) 253-5413**

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