

Richland Beacon-News

richlandtoday.com

The screenshot shows the website's header with the logo and navigation menu. Below the header, there are four red boxes indicating ad placement areas: 1. LEADERBOARD (top of the main content area), 2. MARQUEE (below the main content area), 3. BIG BOX (right side of the main content area), and 4. HALF PAGE (bottom of the main content area). The main content area features a large article about the Parish Ballet Company with a photo of dancers and a smaller article about a police report.

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

30 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 Richland Beacon-News (newspaper) 24 hours prior to campaign launch.

Ad Design

The newspaper 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

- The newspaper 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.

Rates effective January 1, 2023

Call your account executive for our e-Edition newsletter sponsorship.



To advertise contact your sales representative:

(318) 728-6467

or email rbnaccount@bellsouth.net