St Mary Now.com

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	30 Day	6 Month	12 Month
$10.00 CPM	$500	$400 mo.	$350 mo

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	30 Day	6 Month	12 Month
$7.00 CPM	$350	$315 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.
• Camera-ready art must be in SWF, GIF or JPG format. Source material not accepted.

Ad Design
StMaryNow.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
• StMaryNow.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. Audio is opt-in only.
• All rich media ads must be submitted with a GIF/JPG version.
• Discounts available for multiple LSN Publishing websites and newspapers
• Allcontracted rates guarantee 50K impressions per month.
• All placements subject to availability.
• Rates effective January 6, 2016

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

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