

# Internet-Specific Advertising

## Banners, Tiles, and Skyscrapers

YOUR AD COULD BE HERE!

Banner, tile and skyscraper ads are a valuable feature to add to any newspaper's website, and an important step to making your site profitable. With Our Hometown's easy-to-follow instructions, you'll be selling online advertisements in no time!

### 1. The Advantages

- The ability to offer your advertisers *internet-specific* advertising with all of its benefits, including support for all image formats, animated GIFs, Flash, Java, movies and more.<sup>1</sup>
- **More prominent ads:** A banner ad placed above your paper's logo<sup>2</sup> displays an average of **75,000 times per month**.<sup>3</sup>
- **More exposures mean more value** for you and the advertiser.

### 2. Pricing

- Large banner and skyscraper ad values range between **\$10-\$17 CPM** (cost per thousand exposures), meaning a single 728 x 90 large banner is worth **up to \$1275 per month**. However, you can offer lower rates for smaller sizes and less prominent placement.
- Suggested rates for some common ad sizes:<sup>1</sup>

	Banners		Tiles/Skyscrapers	
<b>Size</b>	728x90px	468x60px	120x90px	120x600px
<b>Price</b>	\$1000/mo	\$750/mo	\$250/mo	\$750/mo

- Our system gives you the freedom to charge per month, per week, or even per number of exposures. In the latter case, the charge for 75,000 exposures would be the same as the charge for one month.<sup>3</sup>

### 3. Your Cost

- Internet-specific advertising is a **free** feature available to all of our customers!



### 4. Take Action: Simple Steps for Selling

- **Get the word out!** In your normal communication with your advertisers, mention that internet-specific advertising is available. Add the pricing to your rate card and make it available on your website. Finally, consider a special mailing to your advertisers announcing this new offering.
- After making a sale, create the ad in Adobe Photoshop and save it as a GIF.<sup>1</sup>
- Send us the ad via email or FTP. Include the desired placement, when you want it to start and stop displaying, and a website or email link.
- **We'll take care of the rest!**

**Start selling internet-specific ads today!**

Contact an Our Hometown representative for more information:

[ops@our-hometown.com](mailto:ops@our-hometown.com) or (315) 294-6932



<sup>1</sup> A full list of our supported sizes and file formats can be found here: <http://our-hometown.com/banners.pdf>

<sup>2</sup> Additional placement options are available, including section-specific advertising (for instance, having a banner ad that only displays in your paper's Sports section).

<sup>3</sup> The average Our Hometown newspaper receives 75,000 document views per month. Your paper's specific number of document views appears on your monthly bill.