



journal-times.com

2008-09 Online Rate Card

All Rates Shown Are Monthly Rates)

Rates Effective 10/01/08

	Impressions per ad	CPM	Open Rate	6 month Discount 5%	9 Month Discount 10%	12 Month Discount 15%
HomePage Leaderboard	20,000	\$23.00	\$460.00	\$437.00	\$414.00	\$391.00
HomePage Skybar	20,000	\$18.00	\$360.00	\$342.00	\$324.00	\$306.00
Local News	5,000	\$47.00	\$235.00	\$223.25	\$211.50	\$199.75
Sports	5,000	\$47.00	\$235.00	\$223.25	\$211.50	\$199.75
Features	5,000	\$47.00	\$235.00	\$223.25	\$211.50	\$199.75
Obituaries	5,000	\$47.00	\$235.00	\$223.25	\$211.50	\$199.75
Half Banner/Local.com	10,000	Package	\$150.00	\$150.00	\$150.00	\$150.00
	Impressions per ad	CPM	Open Rate	6 month Discount 5%	9 Month Discount 10%	12 Month Discount 15%
Classified	5,000	\$47.00	\$235.00	\$223.25	\$211.50	\$199.75

BEST VALUE

Sponsorship Opportunities

	Ad Size		
Weather	20x60 / 702x40	Flat Rate	\$500.00 Premium Position - No Discount
Auto	300 x250	Flat Rate	\$200.00 Premium Position - No Discount
Monster	160x600	Flat Rate	\$200.00 Premium Position - No Discount