

More Than A Newspaper

SPEAKIN' OUT NEWS

ONLINE WEB ADVERTISING

AD SLOT #1 - \$2200 (per month)

Large horizontal web banner ad

Specs: 760 x 90 px

Location: top of the home page

Spaces available: 1

(.jpeg or .swf files accepted)

Max file size: 20k

Animation accepted

Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.

Must provide url for button link.

Three business days required for testing.

AD SLOT #2 - \$1,200 (per month)

Medium horizontal web banner ad

Specs: 500 x 100 px

Location: "below the fold," middle of homepage

Spaces available: 1

(.jpeg or .swf files accepted)

Max file size: 20k

Animation accepted

Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.

Must provide url for button link.

Three business days required for testing.

AD SLOT #3 - \$700 (per month)

Large, square ad space

Specs: 300x300

Location Right-hand side bar

Spaces available: 1

(.jpeg or .swf files accepted)

Max file size: 20k

Animation accepted

Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.

Must provide url for button link.

Three business days required for testing.

AD SLOT #4 - \$500 (per month)

Small square button-type space;

suitable for sponsor logos

Specs: 125 x 125 px

Location: Right-hand side bar

Spaces available: 2

(.jpeg or .swf files accepted)

Max file size: 20k

Animation accepted

Creative must have a distinct border to clearly identify where the page ends, and advertisement begins.

Must provide url for button link.

Three business days required for testing.

FEATURE VIDEO - \$2,200 (per month)

Specs: 300x300

Location Right-hand side bar

Spaces available: 1

(wmv files accepted)

- E-BLAST DIGITAL RATES -

Speakin' Out News E-Blast (email marketing)

is emailed weekly to 22,000 verified email addresses in Huntsville and North Alabama.

The rate is \$550.00 per e-blast. Technical digital ad sizes are below.

760 x 90 pixels (banner); 760 x 300 pixels (large banner);

760 x 760 pixels (large block); Videos (mp3 format and/or

Youtube source link)

All digital ads must be submitted as a jpeg image, at least 200 dpi

