



## 2011 ONLINE ADVERTISING

**1 Ad Unit: Marquee**  
Dimensions: 468 x 60  
File Format: GIF, JPEG, HTML, Flash

Placement: Top Right of every page

Open Rate	30 Day	3 Month	12 Month
\$10.00 CPM	\$400	\$375 mo.	\$300 mo.

**2 Ad Unit: Leaderboard**  
Dimensions: 728 x 90  
File Format: GIF, JPEG, HTML, Flash

Placement: Top of every inside page; bottom of every page

Open Rate	30 Day	3 Month	12 Month
\$7.00 CPM	\$200	\$125 mo.	\$100 mo.

**3 Ad Unit: Large Rectangle (Big Box)**  
Dimensions: 300 x 250  
File Format: GIF, JPEG, HTML, Flash

Placement: 3 positions on every page, 2 on right rail

Open Rate	30 Day	3 Month	12 Month
\$7.00 CPM	\$225	\$150 mo.	\$120 mo.

**4 Ad Unit: Half Page**  
Dimensions: 300 x 600  
File Format: GIF, JPEG, HTML, Flash

Placement: Right rail of every inside page

Open Rate	30 Day	3 Month	12 Month
\$10.00 CPM	\$400	\$350 mo.	\$300 mo.



To advertise contact your sales representative:

**(225) 654-6841**

or email [wendy.pate@zacharytoday.com](mailto:wendy.pate@zacharytoday.com)

### 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.

### Ad Design

ZacharyToday.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

- ZacharyToday.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.
- All rich media ads must be submitted with a GIF/JPG version.