

## Online ADVERTISING RATES

### LEADERBOARD

Prominent position at the top of every page guarantees your advertisement will be seen more than any other element on the website.

1 month    12 month  
\$399        \$359

Size: 728 x 90 pixels

### SKYSCRAPER

Commanding vertical space allows your message to be seen both above and below the "fold" in many cases.

1 month    12 month  
\$349        \$314

Size: 160 x 600 pixels



### RECTANGLE

Consuming a large amount of horizontal and vertical space, the rectangle provides sufficient space to express your message.

1 month    12 month  
\$249        \$224

Size: 300 x 250 pixels

### SMALL RECTANGLE

An economical approach to getting your message across, or to enforce other banner advertisement messages.

1 month    12 month  
\$199        \$179

Size: 180 x 150 pixels

\* Banner ad placement may vary. Use for estimating ad locations only. Website content changes daily.

Call our sales team for more information at (352) 338-9003 or by fax at (352) 338-6008

## BANNER ADVERTISING

EFFECTIVE ADVERTISING THAT GETS NOTICED

All banner advertisements are dynamically rotated on the home page as well as all sub-pages. Rates are per month. 10% discount will be applied for 12 month consecutive placement. Please inquire about fixed website position rates and locations.



## GainesvilleToday.com

The award-winning, user-friendly website compliments the print distribution of over 12,000 copies per month. Our unique approach translates into effective advertising that gets noticed.

- 90k+ Unique Visitors/Year
- 250+ Unique Visitors/Day
- 170k+ Page Views/Year
- 3+ Minute Average Time on Site
- Over 50% New Visitors/Day
- Business Directory Links