

WEBSITE AD SIZES & SPECIFICATIONS



Leaderboard

SIZE:
728 pixels x 90 pixels

ROTATION:
Maximum 3 advertisers on rotation.

PLACEMENT:
One location on all pages.
Static placement at top of page.



Banner

SIZE:
728 pixels x 90 pixels

ROTATION:
Maximum 6 advertisers on rotation.

PLACEMENT:
Main pages: 2 locations between story links.
News pages: 2 locations above and below story.



Side-Bar Leader

SIZE:
300 pixels x 168 pixels

ROTATION:
Maximum 4 advertisers on rotation.

PLACEMENT:
One location on all pages.



Side-Bar

SIZE:
300 pixels x 168 pixels

ROTATION:
Maximum 9 advertisers on rotation

PLACEMENT:
3 locations on all pages.



Design

The design of one ad is included with a one-year web advertising contract. Two changes per ad are permitted throughout the year for no additional charge.

Ad Deadline

Artwork or ad change requests must be sent and received by the 20th of the month in order for the updates to be processed by the 1st of the upcoming month.

Payment

- Quarterly payment (we will invoice).
- Payment in full on contracts of 6 months or longer will receive a 5% discount.

Additional Discount to Newspaper Advertisers

Those clients with an annual advertising contract in The Citizen will be eligible for a website advertising discount. The discount will be based on the corresponding percentage of a full page newspaper ad contract, which will be applied to the price of a sidebar web ad.

For example, a half-page annual ad contract will result in a 50% discount on the price of a sidebar web ad carrying a full price of \$39/month or \$468/year. This would result in a \$19.50/month or \$234/year discount, which can be applied to any size of web ad that the client chooses.