

# WEBSITE AD SIZES & SPECIFICATIONS

Starting in the summer of 2018, The Citizen began to publish more regional news online, as it happened, which substantially increased traffic to our website. Early in the year, our site typically experienced about 6,000 pageviews per month. Traffic grew steadily throughout the year, reaching nearly 20,000 pageviews at one point. In 2019, with the launch of our new mobile-friendly site, the recent hiring of a social media correspondent, and the publication of even more frequent content, we expect our web traffic to continue to increase.

## Premium Top Banner

**SIZE:**  
728 pixels x 135 pixels

**ROTATION:**  
Maximum 6 advertisers on rotation.

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

## Standard Banner

**SIZE:**  
728 pixels x 135 pixels

**ROTATION:**  
Maximum 12 advertisers on rotation.

**PLACEMENT:**  
Minimum 2 locations on all pages.  
Placement between story previews.

## Premium Box

**SIZE:**  
300 pixels x 168 pixels

**ROTATION:**  
Maximum 6 advertisers on rotation.

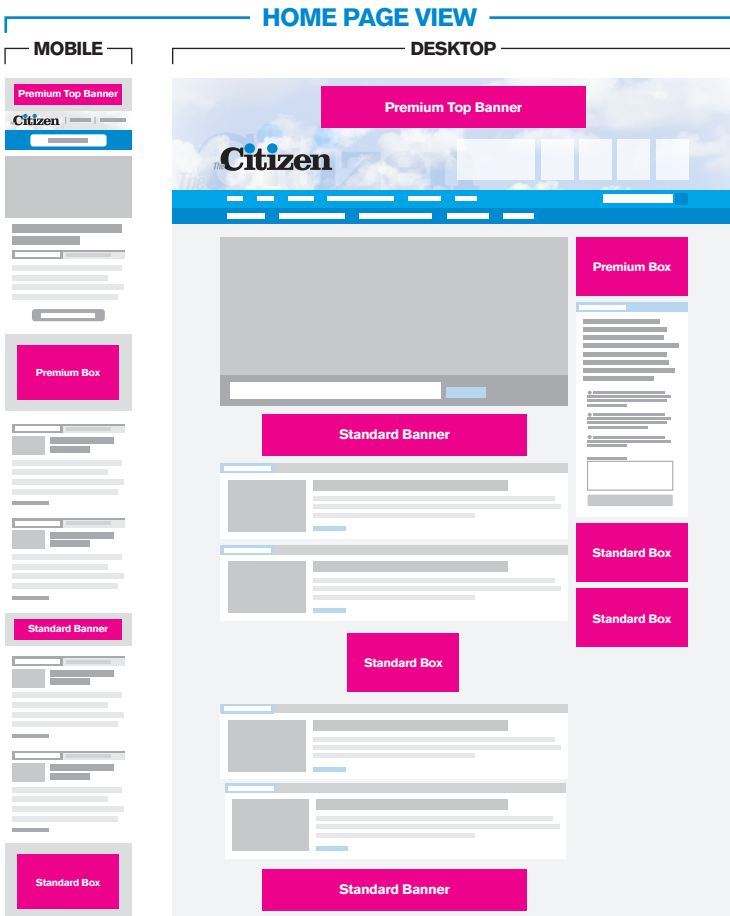
**PLACEMENT:**  
One location on all pages.  
Static placement near top of page.

## Standard Box

**SIZE:**  
300 pixels x 168 pixels

**ROTATION:**  
Maximum 12 advertisers on rotation.

**PLACEMENT:**  
Minimum 2 locations on all pages.  
Placement between story previews.



### 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.