

ArkansasOnline.com extends your advertising message with packages that fit your businesses need and reach

PRE-ROLL VIDEO \$25 CPM

Arkansas Online offers a 15-second video spot that runs from the homepage prior to any *Arkansas Democrat-Gazette* newscast when clicked by the user. News immediately begins when the ad spot finishes. Up to three video ad spots can rotate at one time unless the video is sponsored, in which case one advertiser will receive exclusively in the product.

Available Placements: Prompted from the top left video box on the homepage; also contained within the video/multimedia section of the site (Both click through the same spot.)



LEADERBOARD \$18 CPM (top) / \$15 CPM (bottom)

A leaderboard, part of the IAB universal ad package, is a horizontally long ad unit, which usually anchors the top or bottom of the page.

Available Placements: Leaderboard is available at the top or bottom of any page on Arkansas Online.



TOWER \$18 CPM

A Tower or Wide Skyscraper, part of the IAB universal ad package, is a vertically tall ad unit, which usually fits best at the far right or far left of a page.

Available Placements: A Tower is available on any page of Arkansas Online on the right-hand side of the page.



IN-STORY RECTANGLE \$20 CPM

The 300x250 ad, part of the IAB universal ad package, is a unit most effective in the body of a news page. Text or news content usually wraps this ad, forcing readers to look around it. This option is the largest ad size offered on ArkansasOnline.com.

Available Placements: Homepage or any story page on Arkansas Online.



SMALL RECTANGLE \$10 CPM

The 180x150, part of the IAB universal ad package, is the smallest rotating banner ad on ArkansasOnline.com, still large enough for a strong image and logo presence.

Available Placements: Homepage or any main feature page on Arkansas Online.



Minimum purchase is 25,000 impressions.