

## Run of Site (ROS)

Impressions	CPM
Open Rate	\$13
300K	\$12
600K	\$11
900K	\$9
1 Million	\$8
1.5 Million	\$6

## Premium ROS (Home Page/Targeted)

Impressions	CPM
Open Rate	\$14
300K	\$13
600K	\$12
900K	\$10
1 Million	\$9
1.5 Million	\$8

## www.wholehogsports.com

Impressions	CPM
Open Rate	\$15
300K	\$14
600K	\$13
900K	\$12
1 Million	\$10
1.5 Million	\$8

- Ad sizes to be submitted for each campaign include: 300x250, 300x600, 728x90 and 320x50. All sizes must be submitted
- NWADG offers creative design work at no additional cost.

## Stand Out Units (per day)

Roadblock 300x600, 300x250 and 728x90	\$350
Page Wrap 160x600 & 160x600	\$350
Sliding Billboard 970x90 & 970x250	\$350
Super Leaderboard 970x90	\$200

## Precision Targeting

Impressions	Campaign Date	Rate
50,000 - 100,000	1-8 Weeks	\$12 CPM
150,000 - 600,000	3-6 Months	\$11 CPM
600,000 +	6-12 Months	\$10 CPM

Ad Sizes: 300x250, 300x600, 728x90, 160x600, 320x50 & 243x155

**Print Ad Campaign + 150,000 or more impressions take 15% off digital.**

## SECTION SPONSORSHIPS (PER MONTH)

Section	Share of Voice	1 Month	3 Months	6 Months	12 Months
Business	100%	\$1,000	\$750	\$500	\$300
Sports	25%	\$750	\$675	\$600	\$500
Obits	25%	\$1,000	\$900	\$800	\$650
Weather	100%	\$1,000	\$900	\$800	\$650
Classifieds	25%	\$750	\$675	\$600	\$500
IPAD App	25%	\$100	\$75	\$50	\$25
Siloam Springs Herald Leader	20%	\$100	\$75	\$50	\$25
The Weekly Vista	25%	\$100	\$75	\$50	\$25
The Free Weekly	15%	\$100	\$75	\$50	\$25
Laprensa Libre	15%	\$100	\$75	\$50	\$25
McDonald Co. Press	20%	\$100	\$75	\$50	\$25
Times of Northeast Benton Co	50%	\$100	\$75	\$50	\$25
Westside Eagle Observer	25%	\$100	\$75	\$50	\$25
Bridal Community	20%	\$100	\$75	\$50	\$25