

2014 DIGITAL

Product Rate Card

Homepage Advertising

POSITION	PRICE	PICK-UP RATE	NOTES
Upper Medium Rectangle (300x250)	\$1350 / mo		Rotates 4 Advertisers
Lower Medium Rectangle (300x250)	\$1000/mo		Rotates 4 Advertisers
Billboard (960x30, 960x330)	\$500 / day	\$400 / \$300	Expandable ISO available on article pages - same price (Full Site Only)
Wallpaper + Custom Ad	\$750 / day	\$500 / \$500	See specifications/guidelines, custom ad size : 960x90 (Full Site Only)
Leaderboard (728x90) (468x60) (300x50)	\$500 / day	\$400 / \$300	Top of homepage
Masthead (195x50)	\$650 / mo		Runs on homepage + article pages

ROS (Desktop, Tablet, Mobile)*

(minimum purchase of 20k per month)

POSITION	SIZE	OPEN RATE	CONTRACT RATE
Medium Rectangle #1	(300x250) (300x15)	\$10	\$8
Medium Rectangle #2	(300x250)	\$14	\$12
Half Page	(300x600) (300x50)	\$10	\$8
Leaderboard	(728x90) (468x60) (300x50)	\$12	\$10

*Ads will run on all three devices, unless approved by Manager

Section Targeting (Sports, Business, Life, etc.)

POSITION	SIZE	OPEN RATE	CONTRACT RATE
Medium Rectangle #1	(300x250) (300x15)	\$16	\$12
Medium Rectangle #2	(300x250)	\$19	\$15
Half Page	(300x600) (300x50)	\$16	\$12
Leaderboard	(728x90) (468x60) (300x50)	\$18	\$14

*Ads will run on all three devices, unless approved by Manager

Other Products:

360 Daily Deals

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PACKAGE	PRICE	PROMOTION	NOTES
50% or more off	No up-front costs	Email blast, deals widget, print ads	Deal is live for 6 consecutive days

360 Marketplaces

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PACKAGE	PRICE	FEATURES (each package includes the package from page 1)	NOTES
Free	Free	Hours of operation, website link, etc	1 category, see 360MPS pricing matrix for more details
Basic	\$50/mo	Logo, map, etc	3 categories, see 360MPS pricing matrix for more details
Enhanced	\$150/mo	Coupons, 25 images, social media sync, Sunday biz directory (print)	5 categories, see 360MPS pricing matrix for more details
Enhanced (Restaurant)	\$150/mo	(Includes "The Dish" print component)	5 categories, see 360MPS pricing matrix for more details
Showcase	\$200/mo	Online ad rotation, business showcase rotation, etc	10 categories, see 360MPS pricing matrix for more details

Business Today Newsletter

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POSITION	PRICE	SIZE	NOTES
Leaderboard	\$300	728x90	5 day flight
Medium Rectangle	\$200	300x250	5 day flight
Upper Skyscraper	\$280	160x600	5 day flight
Lower Skyscraper	\$150	160x600	5 day flight

continued on page 2

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OTHER PRODUCTS (continued)

Digital Services

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SERVICE	PRICE	SIZE	NOTES
Custom Website - Small	\$1,500 + \$15/mo Hosting	1-5 Pages	See handout for more information
Custom Website - Medium	\$2,750 + \$15/mo Hosting	6-10 Pages	See handout for more information
SEO Services - Small	Set Up : \$1,000 + \$300/mo	3 Keywords	6 month commitment with quarterly review
SEO Services - Medium	Set Up : \$1,500 + \$600/mo	6 Keywords	6 month commitment with quarterly review
SEO Services - Large	Set Up : \$2,000 + \$900/mo	10 Keywords	6 month commitment with quarterly review
Additional Pages (After 10)	\$100 each		
Mobile Website	\$500 + \$15/mo Hosting (Required)	1-5 Pages Recommended	See handout for more information
Development Retainer	\$100/hr - OR - \$800 for 10 hours		
Copywriting	\$100/hr		Client content for websites
Photography Services	\$80/hr		Client content for websites
Graphic Design	\$80/hr		Client content for websites
Video Production	\$899		See handout for more information
Visibility Management	Set Up : \$225 + \$159/mo		

Digital Services Packages - See digital services rate card

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Mobile Apps

POSITION	SIZE	SOV	NOTES
iPhone + Android Sponsorship	(300x50) (320x53)	25%	Rotates 4 Advertisers