



# ***DIGITAL ADVERTISING***



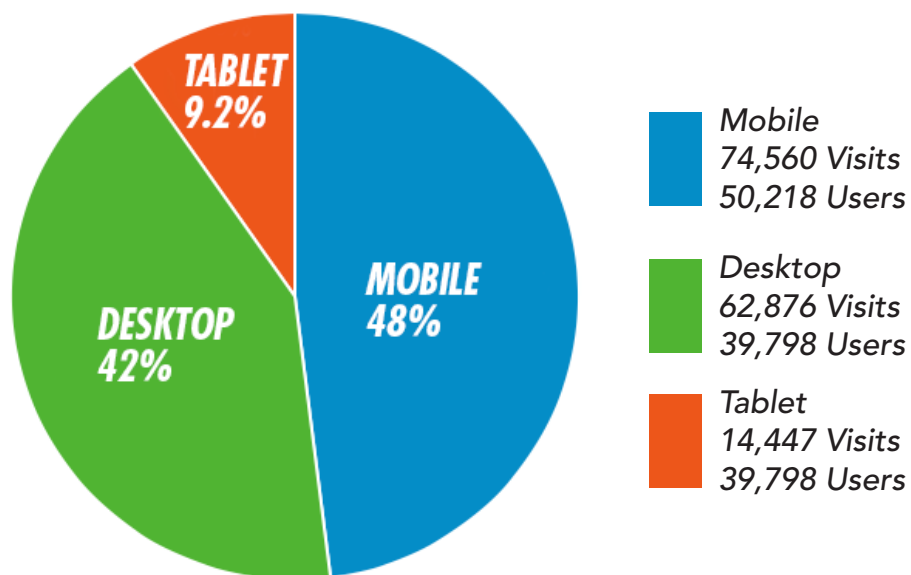
candgnews.com

## June 2015 Statistics

### Website Statistics

Unique Visitors	Visits	Page views	Pages per visit
115,985	151,733	321,260	2

### Visits by Device

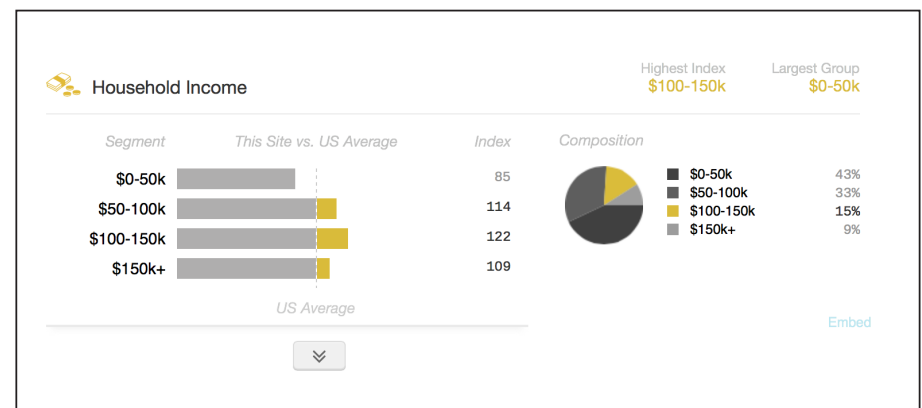
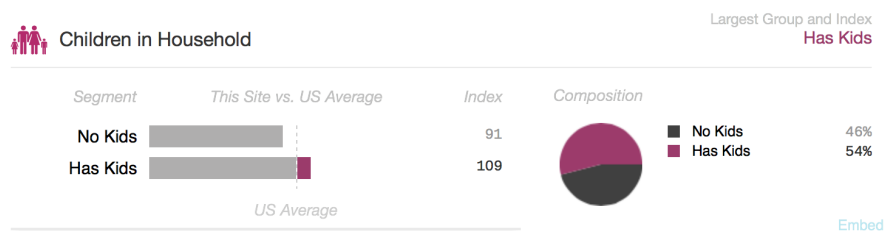
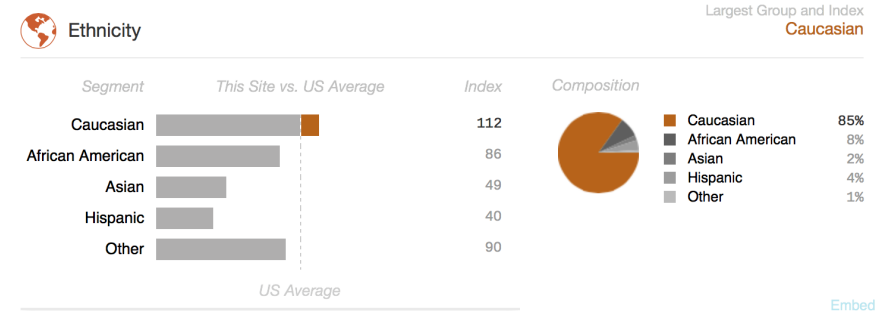
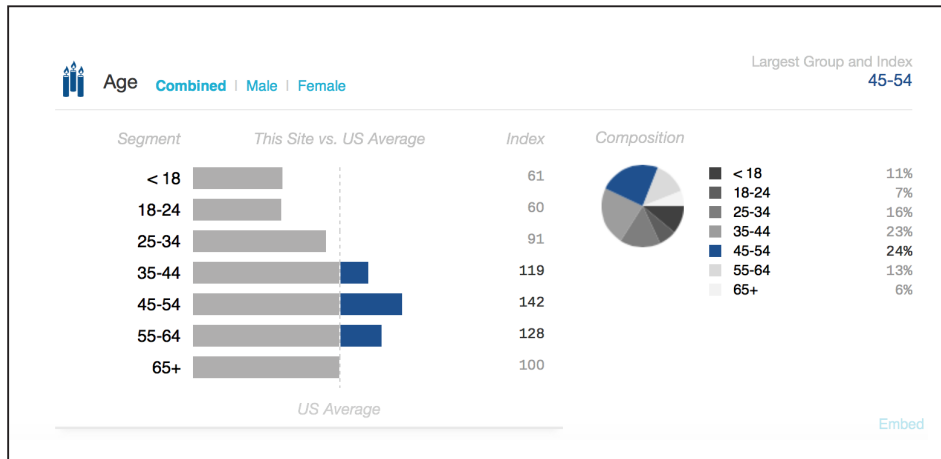
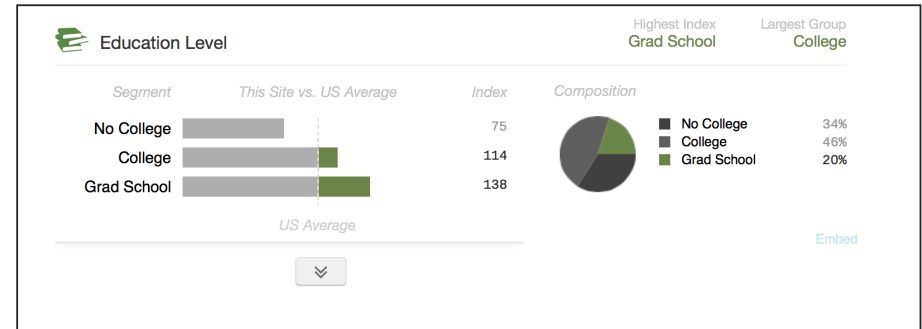
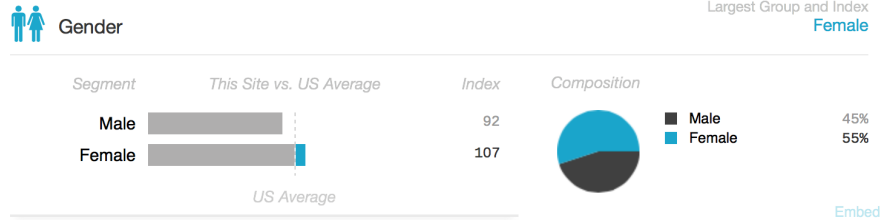


Website statistics represent content delivered from 6/1/2015 through 6/29/2015.

# C&G DIGITAL ADVERTISING: DEMOGRAPHICS

## Quantcast Ranking: 15,795 out of 971,324

Quantcast ranks websites based on the number of people in the United States who visit each site within a month. It includes sites with estimated traffic as well as sites with traffic that Quantcast has independently verified





# **C&G DIGITAL ADVERTISING RATES FOR FULL RUN OF SITE**

# Super Leaderboard:

Ad size: 970px x 90px

*Static Ad (Prices higher for Rich Media)*

*Files Accepted .png, .jpg.*

*Ad Category: Full Run of Site (all desktop pages)*

## Rates (based on monthly print contribution.)

**\$1,000 for the month**

When you spend \$12k +/- month in print

**\$1,155 for the month**

When you spend \$8k - \$11,999k/ month in print

**\$1,320 for the month**

When you spend \$4k-\$7,999k/ month in print)

**\$1,485 for the month**

When you spend \$2k- \$2,999k/month in print

**\$1,650 for the month**

When you spend \$1k-1,999k/month in print

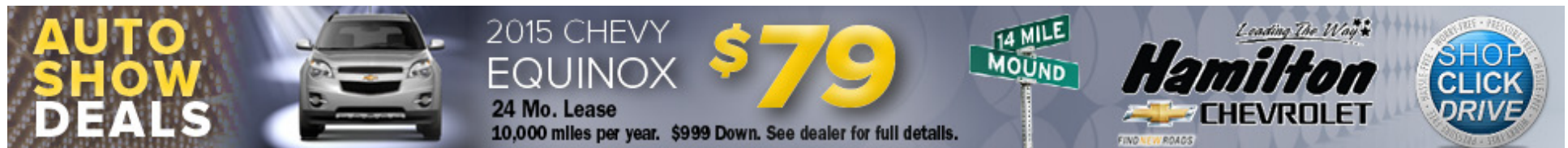
**\$2,100 for the month**

When you spend <\$1k/month in print

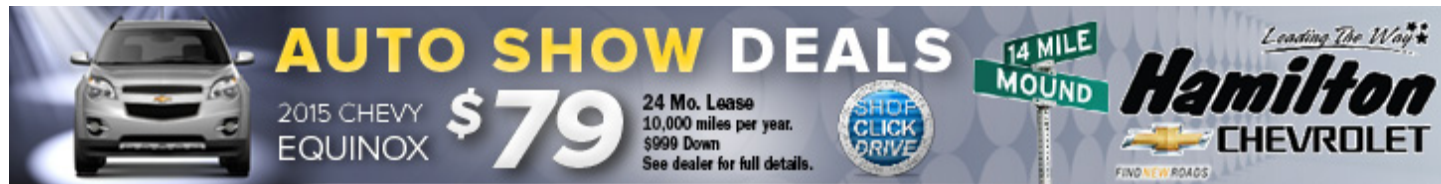
DESKTOP/TABLET VIEW



*Example of 970x90 Super Leaderboard*



*Example of traditional 728x90 Leaderboard*



# Super Leaderboard facts

The super leaderboard is a relatively new ad unit that has been introduced as an alternative to the traditional 728×90 leaderboard that is a component of the Universal Ad Package. This leaderboard is slightly wider than the standard leaderboard.

The larger size of the super leaderboard allows advertisers to fit additional messaging within their ad. The non-traditional size of this ad unit may also be effective in combating banner blindness among visitors who are used to seeing smaller ads.

If you have a traditional 728×90 leaderboard (121 pixels minimum on either side) we are enable that position to serve this ad size.

# Header Rectangle:

Ad size: 300px x 50px

*Static Ad (Prices higher for Rich Media)*

*Files Accepted .png, .jpg.*

*Ad Category: Full Run of Site (all desktop pages)*

## Rates (based on monthly print contribution.)

**\$750 for the month**

When you spend \$12k +/- month in print

**\$875 for the month**

When you spend \$8k - \$11,999k/ month in print

**\$1,000 for the month**

When you spend \$4k-\$7,999k/ month in print)

**\$1,125 for the month**

When you spend \$2k- \$2,999k/month in print

**\$1,250 for the month**

When you spend \$1k-1,999k/month in print

**\$1,600 for the month**

When you spend <\$1k/month in print

DESKTOP/TABLET VIEW



# Mobile Leaderboard

*Ad size: 320px x 50px*

*Static Ad (Prices higher for Rich Media)*

*Files Accepted .png, .jpg.*

*Ad Category: Full Run of Site (Every mobile page)*

## Rates (based on monthly print contribution.)

\$500 for the month

When you spend \$12k +/- month in print

\$580 for the month

When you spend \$8k - \$11,999k/ month in print

\$660 for the month

When you spend \$4k-\$7,999k/ month in print)

\$745 for the month

When you spend \$2k- \$2,999k/month in print

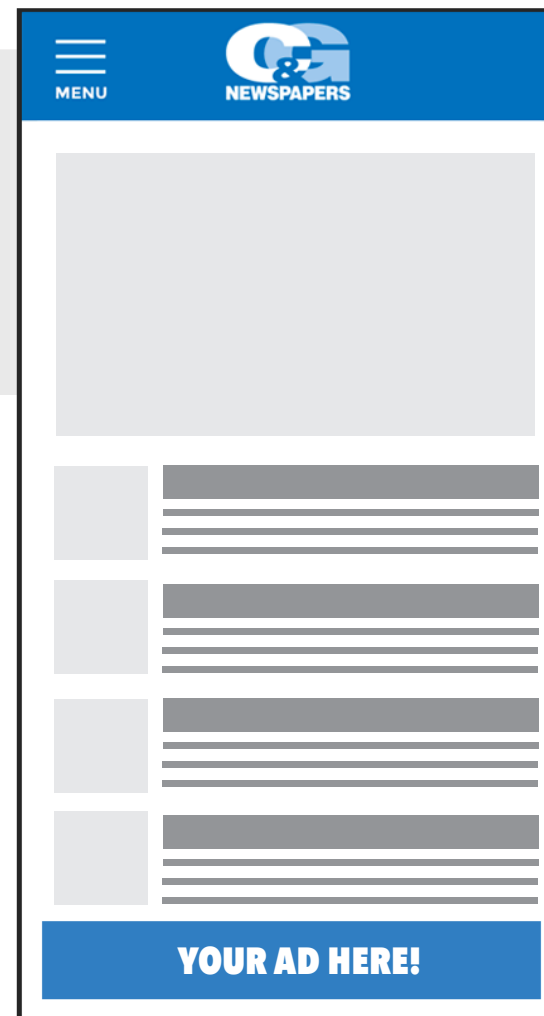
\$825 for the month

When you spend \$1k-1,999k/month in print

\$1,050 for the month

When you spend <\$1k/month in print

SMARTPHONE VIEW







# **C&G DIGITAL ADVERTISING RATES FOR C&G HOMEPAGE**

# Wide Skyscraper:

*Ad size: 300px x 600px*

*This spot will also accommodate a camera ready standard  
160x600 Skyscraper*

*Static Ad (Prices higher for Rich Media)*

*Files Accepted .png, .jpg.*

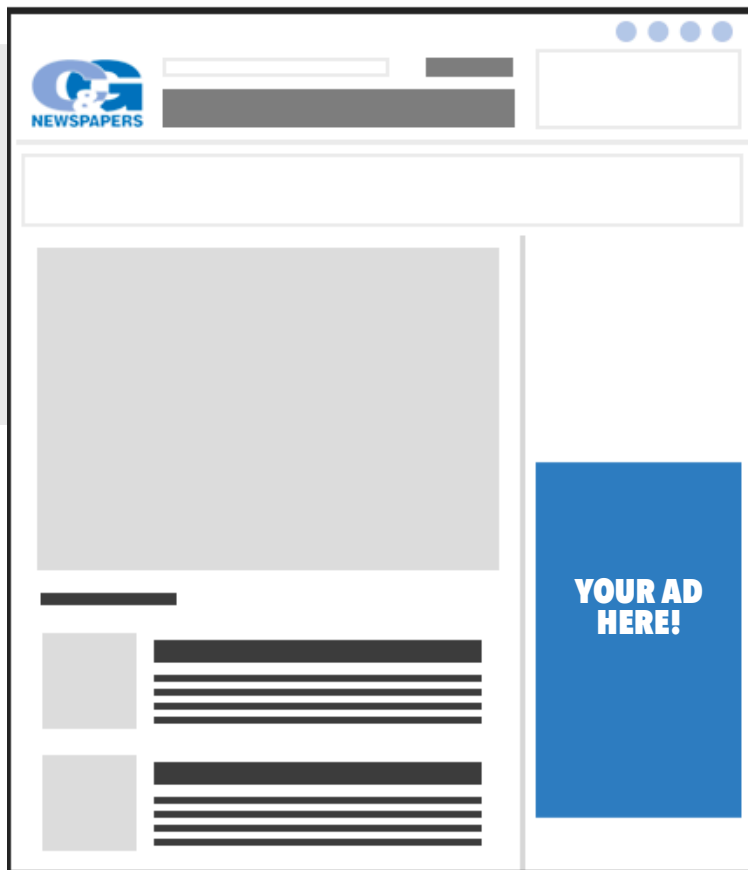
*Ad Category: Appears on the right side of the C&G Homepage*

Flat Rate

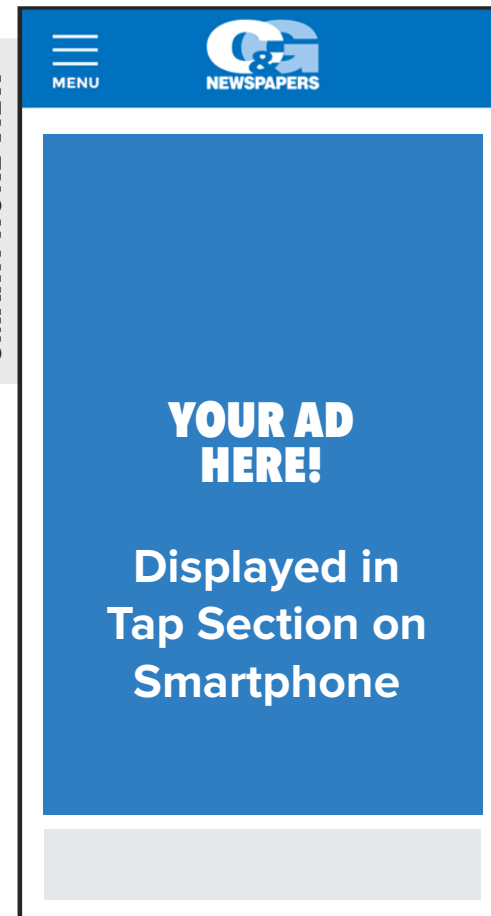
\$225/month

Displays on the C&G homepage

DESKTOP/TABLET VIEW



SMARTPHONE VIEW



# Right Side Poster:

*Ad size: 300px x 250px*

*Static Ad (Prices higher for Rich Media)*

*Files Accepted .png, .jpg.*

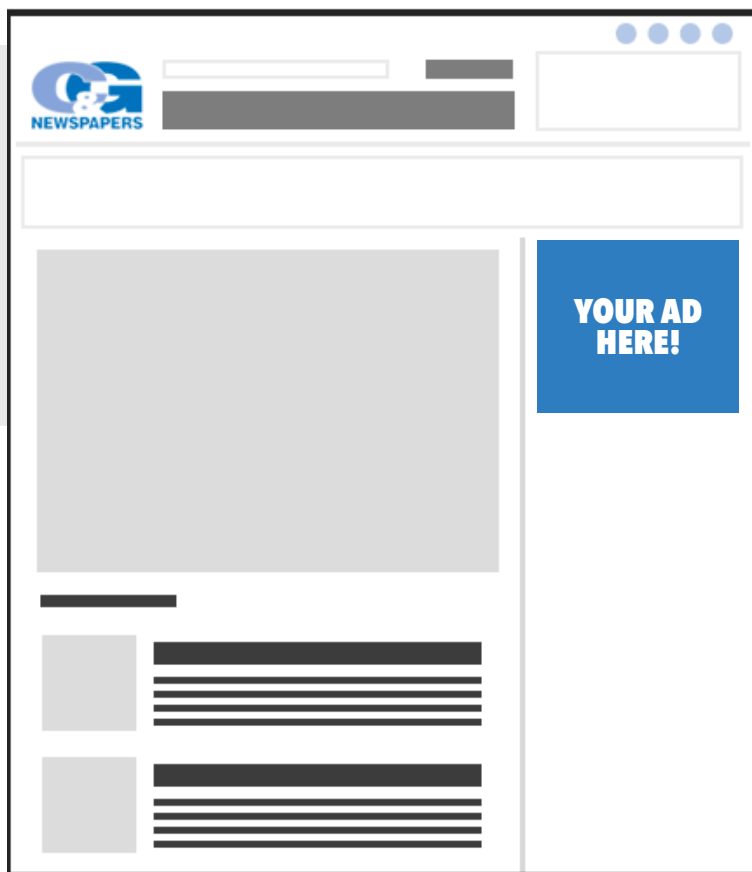
*Ad Category: Appears on the right side of the C&G Homepage*

Flat Rate

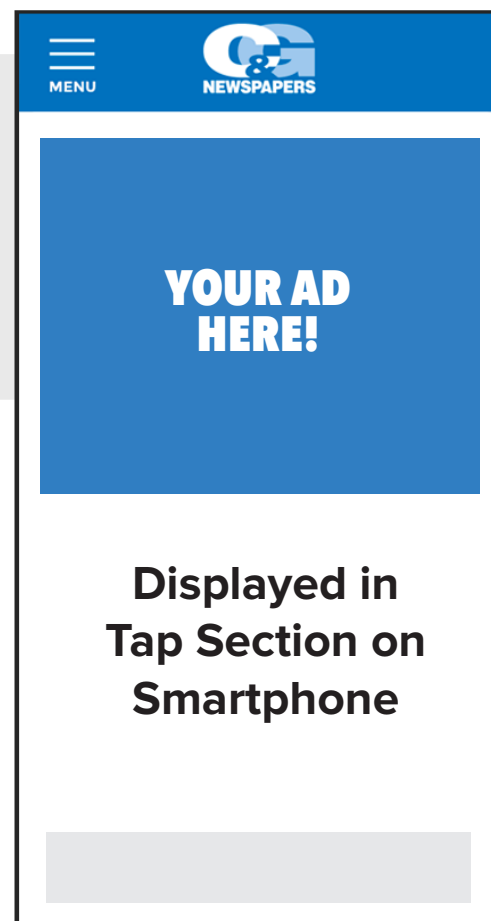
\$180/month

Displays on the C&G homepage

DESKTOP/TABLET VIEW



SMARTPHONE VIEW



# Right Side Rectangle:

*Ad size: 300px x 100px*

*Static Ad (Prices higher for Rich Media)*

*Files Accepted .png, .jpg.*

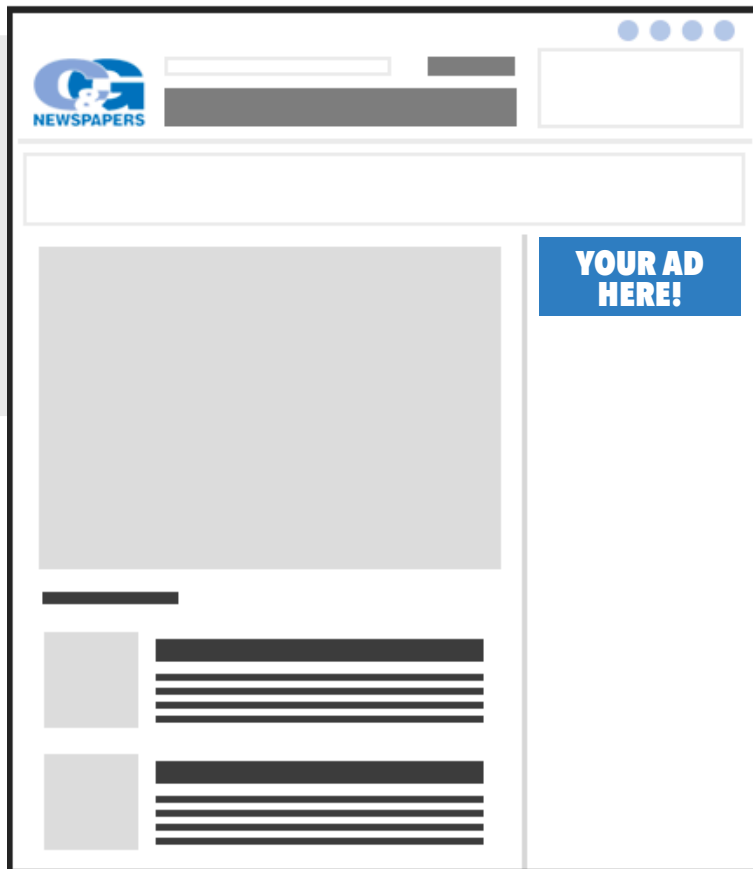
*Ad Category: Appears on the right side of the C&G Homepage*

Flat Rate

\$135/month

Displays on the C&G homepage

DESKTOP/TABLET VIEW



SMARTPHONE VIEW





# **C&G DIGITAL ADVERTISING RATES FOR STORY PAGES**

# Wide Skyscraper:

*Ad size: 300px x 600px*

*This spot will also accommodate a camera ready standard  
160x600 Skyscraper*

*Static Ad (Prices higher for Rich Media)*

*Files Accepted .png, .jpg.*

*Ad Category: Appears on newspaper home page, & story pages by newspaper*

Rates (for each newspaper)

\$225/month

Warren Weekly Storypages

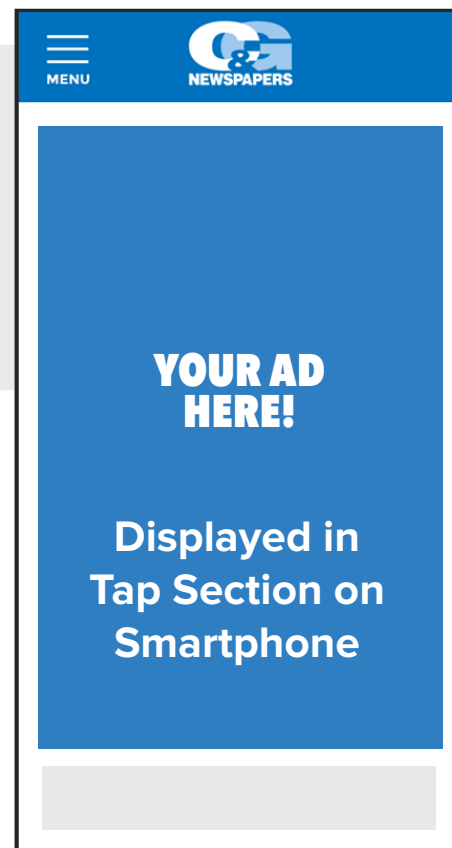
\$150/month

Storypages for all other publications

DESKTOP/TABLET VIEW



SMARTPHONE VIEW



# Inline Poster:

*Ad size: 300px x 250px*

*Static Ad (Prices higher for Rich Media)*

*Files Accepted .png, .jpg.*

*Ad Category: Appears on newspaper home page, & story pages by newspaper*

Rates (for each newspaper)

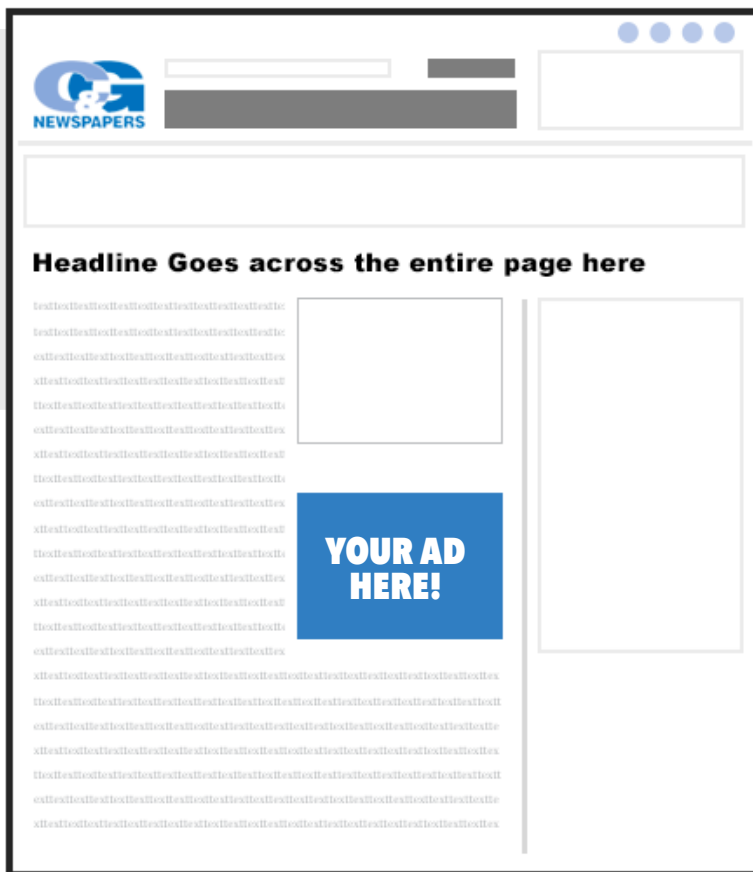
\$225/month

Warren Weekly Storypages

\$150/month

Storypages for all other publications

DESKTOP/TABLET VIEW



SMARTPHONE VIEW



# Right side Poster:

*Ad size: 300px x 600px*

*Static Ad (Prices higher for Rich Media)*

*Files Accepted .png, .jpg.*

*Ad Category: Appears on newspaper home page, & story pages by newspaper*

Rates (for each newspaper)

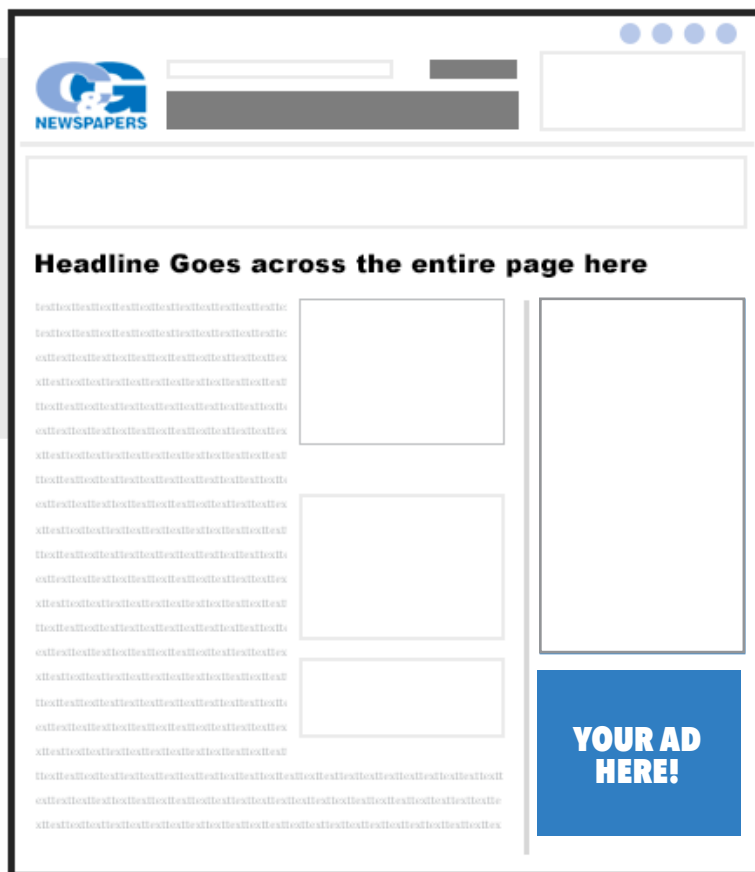
\$180/month

Warren Weekly Storypages

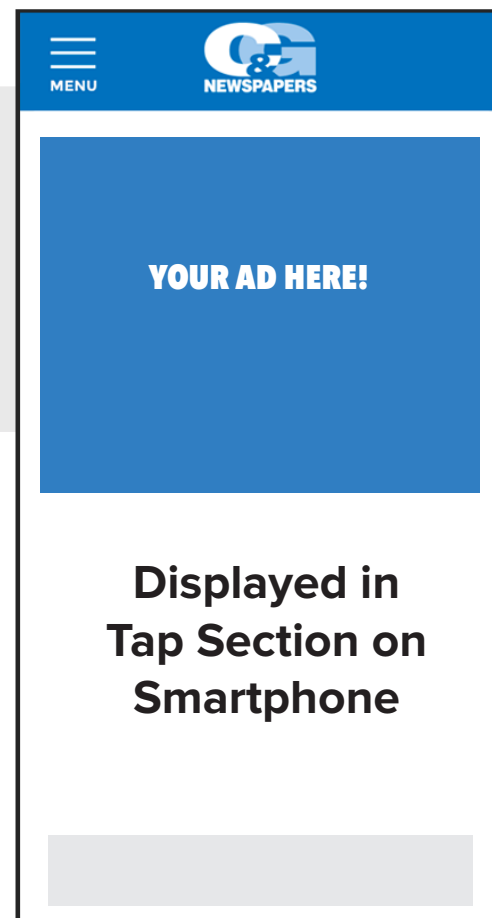
\$120/month

Storypages for all other publications

DESKTOP/TABLET VIEW



SMARTPHONE VIEW





# Right side Rectangle:

Ad size: 300px x 100px

*Static Ad (Prices higher for Rich Media)*

*Files Accepted .png, .jpg.*

*Ad Category: Appears on newspaper home page, & story pages by newspaper*

Rates (for each newspaper)

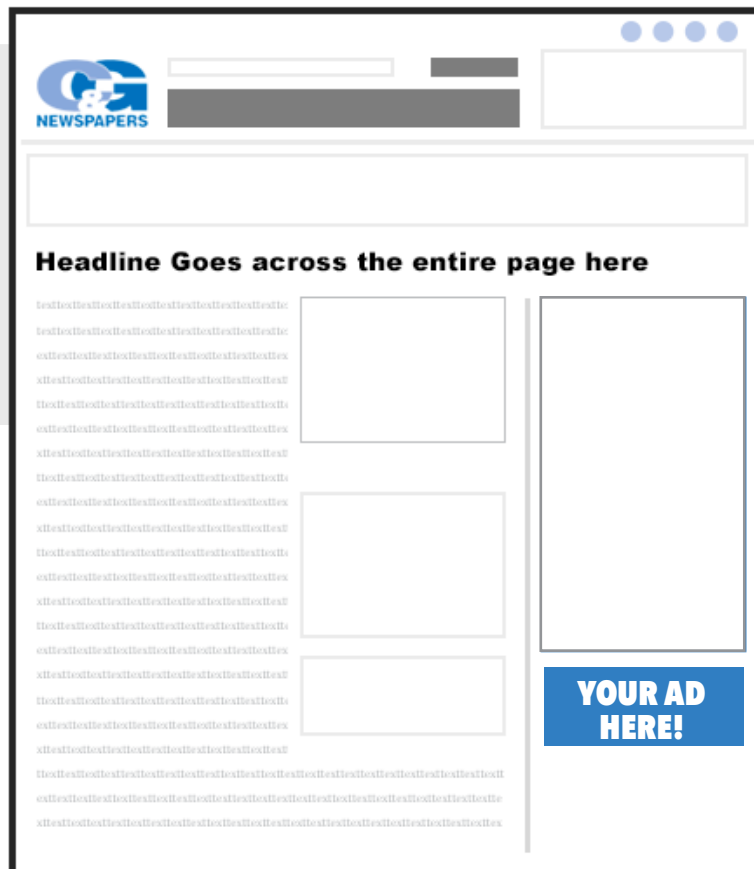
\$135/month

Warren Weekly Storypages

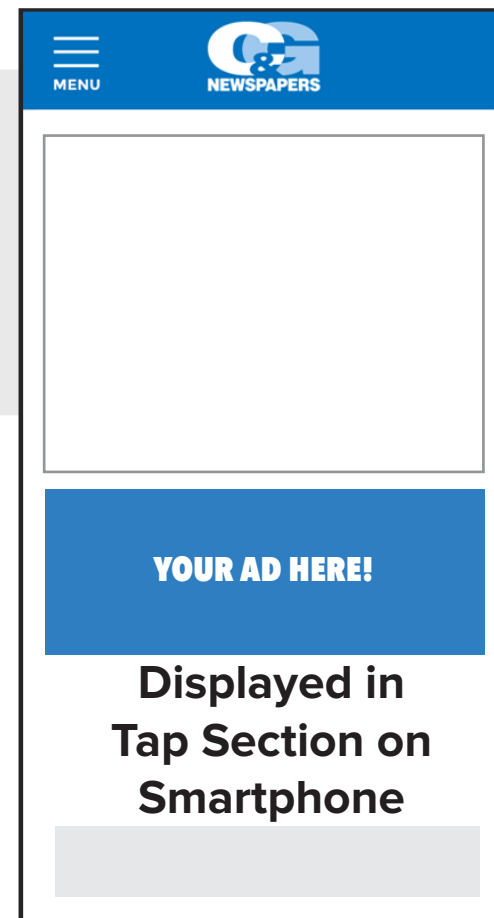
\$90/month

Storypages for all other publications

DESKTOP/TABLET VIEW



SMARTPHONE VIEW



# Inline Banner:

Ad size: 468px x 60px

*Static Ad (Prices higher for Rich Media)*

*Files Accepted .png, .jpg.*

*Ad Category: Appears on newspaper home page, & story pages by newspaper*

Rates (for each newspaper)

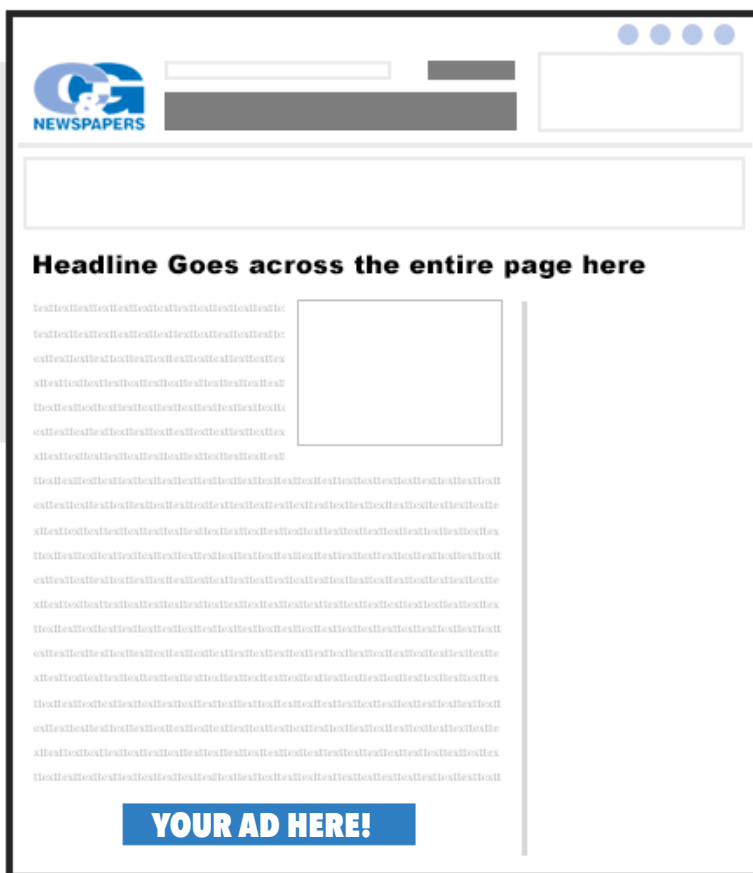
\$180/month

Warren Weekly Storypages

\$120/month

Storypages for all other publications

DESKTOP/TABLET VIEW



SMARTPHONE VIEW





# **C&G DIGITAL ADVERTISING RATES FOR SPONSORSHIPS**

# Right Side Rectangle:

*Ad size: 300px x 100px*

*Static Ad (Prices higher for Rich Media)*

*Files Accepted .png, .jpg.*

*Ad Category: Appears on the right side of the C&G Homepage, Section, County pages.*

Flat Rate

\$300/month

Displays on the C&G homepage

DESKTOP/TABLET VIEW



SMARTPHONE VIEW

