

# Local Online Rates

# DailyAdvance.com

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DailyAdvance.com extends beyond The Daily Advance's newspaper readership and currently produces over 2 million page views per month. By combining The Daily Advance and DailyAdvance.com products, you reach 79% of local community members every month.

More than 32,000 users rely on DailyAdvance.com as their #1 online news source. Our online visitors are more likely to be 25-54 years old and earn a household income of \$50,000 or more.

SOURCE: 2006 MORI Research

AD NAME	AD SIZE	ROS CPM	TARGETED CPM
Dog Ear - Home Page	180x60	N/A	\$12.00
Big Box - Home Page	300x250	N/A	\$15.00
Half page - Home Page	300x600	N/A	\$20.00
Big Box - Channel Front/Story-Level	300x250	\$10.00	\$12.00
Half-Page Channel Fronts/Story-Level	300x600	\$15.00	\$20.00
Leaderboard	728x90	\$8.00	\$10.00
Sliding Billboard/ Home Page	950x400	N/A	\$1,500.00 (M-W)
Sliding Billboard/ Home Page	950x400	N/A	\$1,000.00 (Th-F)
Video Ad	N/A	\$20.00	\$25.00
Rich Media Premium	N/A	Additional \$5	Additional \$5
Classified	728x90 & 300x250	Flate Rates	Flate Rates

\*Prices effective April 1 - June 30, 2008. 50,000 minimum purchase. 3-6-12 month commitments available.

For rates or information about sponsorships, classified packages or other opportunities contact your sales rep or 335-8088.