

2012 Online Advertising Rates

Every ad you place in print with the *Daily Report* appears on DailyReportOnline.com as part of our bundled advertising program. For every one day in print, advertisers receive 5,000 impressions on our web site at no additional cost.

Print advertisers can increase their visibility and receive additional impressions!

Upgrade your marketing program for 20% off online only rates.

Home Page

Cost per 1,000 impressions

(cost per impression)

	260,000	130,000	65,000	20,000	5,000
Top Banner Strip <i>978 pixels x 90 pixels</i>	\$23 (\$0.23)	\$30 (\$0.30)	\$36 (\$0.36)	\$41 (\$0.41)	\$48 (\$0.48)
Left Hand Rail Tile <i>160 pixels x 450 pixels</i>	\$20 (\$0.20)	\$26 (\$0.26)	\$34 (\$0.34)	\$38 (\$0.38)	\$42 (\$0.42)
Display Tile <i>300 pixels x 250 pixels</i>	\$22 (\$0.22)	\$28 (\$0.28)	\$32 (\$0.32)	\$36 (\$0.36)	\$44 (\$0.44)

These ads rotate throughout the entire site.

Minimum buy of 5,000 impressions per week, additional impressions in increments of 1,000.

E-Mail Alerts & Newsletters

Morning & Afternoon Headlines *(opt-in recipients each business day)*

Right Rail #1

225 pixels x 175 pixels

\$1,055

Right Rail #2

225 pixels x 175 pixels

\$950

Rates are per week and based on minimum 4-week run.

Production of flash and gif ads are available at an additional cost.

Crossword Puzzle Sponsorship Opportunities

For exclusive sponsorship of the *Daily Report's* premium online products

	Pixel Dimensions	Duration	Online Only Rates
Crossword		1-4 weeks	\$350
Exclusive	<i>300 x 500</i>	5-11 weeks	\$325
Large Display Tile***		12+ weeks	\$290

****Rates are per week: need not be consecutive.*

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