

# 2010

# TPC New Media Advertising Rates

Imtribune.com  
The Lewiston Tribune Online

DNews.com

NWmarket.com

prices reflect ad space on all 3 websites

## General Rates

| Ad Position      | Ad Impressions per Month | 12 Month w/ 3 month min. Rate | Open Rate |
|------------------|--------------------------|-------------------------------|-----------|
| Leaderboard      | 40,000                   | \$300                         | \$395/mo  |
| Skybox           | 40,000                   | \$270                         | \$385/mo  |
| In-Story         | 12,000                   | \$105                         | \$159/mo  |
| Text Ad          | variable                 | \$80                          | \$135/mo  |
| Home Page Videos | 10,000                   | \$275                         | N/A       |
| Corner Peel      | variable                 | N/A                           | \$150/wk  |
| Pre-Roll Video   | variable                 | \$500                         | N/A       |
| Email Newsletter | 20,000                   | N/A                           | \$95/mo   |

### Market Info

- Largest news source in our 8 county region.
- More than 90,000 people visit us online every month.
- 48% of online readers don't subscribe to the print edition.
- 63% earn \$50k per year.
- 82% attended college.

### Mechanical Specs

#### Leaderboard - 728 x 90 pixels

- Top of front page, section fronts and all story pages. (35k maximum size)

#### Skybox - 250 x 250 pixels

- Right channel of section fronts and all story pages. (35k maximum size)

#### In-Story - 250 x 250 pixels

- All pages and breaking news. (25k maximum size)

#### Text Ad

- 4 lines of text placed strategically across the networks

#### Home Page Videos

- 30 second "television style" commercial on DNews.com and Imtribune.com home pages

#### Corner Peel

- Exclusive placement on DNews.com and Imtribune.com homepage

#### Pre-Roll Videos

- Category exclusive - your video runs before our editorial video content on DNews.com and Imtribune.com

#### Email Newsletter - 120 x 600 pixels

- Banner located inside each of our weekly email newsletters and all breaking news emails from DNews.com and Imtribune.com

Call your Advertising Representative today at (208) 848-\_\_\_\_\_ or (208) 848-2292