



# Online Ad Rates

## ONLINE CONTRACT RATE CARD

12 week commitment \*

Premium Placement Big Ads (A la Carte)	# ads	Ad Size	Total Pageviews***	Impressions per ad	CPM	Cost**
Local News Stories	8	300x250	120,000	15,000	\$30	\$450
Local News Index	6	160x600	90,000	15,000	\$30	\$450
Local Business Stories	2	300x250	40,000	20,000	\$30	\$600
Local Business Index	3	160x600	45,000	15,000	\$30	\$450
Sports Stories	6	300x250	120,000	20,000	\$30	\$600
Sports Index	5	160x600	60,000	12,000	\$30	\$360
Blazer page	3	300x250	45,000	15,000	\$25	\$375
Opinion Index	3	160x600	45,000	15,000	\$25	\$375
Opinion	3	300x250	45,000	15,000	\$25	\$375
State, National, World AP Stories	6	300x250	90,000	15,000	\$25	\$375
Lifestyle	10	300x250	100,000	10,000	\$30	\$300
Lifestyle Index	6	160x600	75,000	12,500	\$30	\$375
Obituaries Index and Notices	10	160x600	200,000	20,000	\$30	\$600

12 week commitment \*

Extender Pack (Run of Site)	# ads	Ad Size	Total Pageviews***	Impressions per ad	CPM	Cost**
Includes: Internal pages in all sections. (Can buy multiple units of 10,000 impressions)	150	varies	1,500,000	10,000	\$15	\$150

12 week commitment \*

Premium Placement with Extender Pack	# ads	Ad Size	Total Pageviews***	Impressions per ad	CPM	Cost**
Local News Stories + Extender (ROS) ad	8	300x250	200,000	25,000	\$20	\$500
Local News Index + Extender (ROS) ad	6	160x600	150,000	25,000	\$20	\$500
Local Business Stories + Extender (ROS) ad	2	300x250	60,000	30,000	\$20	\$600
Local Business Index + Extender (ROS) ad	3	160x600	75,000	25,000	\$20	\$500
Sports Stories + Extender (ROS) ad	6	300x250	180,000	30,000	\$20	\$600
Sports Index + Extender (ROS) ad	5	160x600	110,000	22,000	\$20	\$440
Blazer page + Extender (ROS) ad	3	300x250	75,000	25,000	\$15	\$375
Opinion Index + Extender (ROS) ad	3	160x600	75,000	25,000	\$15	\$375
Opinions + Extender (ROS) ad	3	300x250	75,000	25,000	\$15	\$375
State, National, World Stories + Extender (ROS) ad	6	300x250	150,000	25,000	\$15	\$375
Art Story Pages+ Extender (ROS) ad	10	300x250	200,000	20,000	\$20	\$400
Art Index Page + Extender (ROS) ad	6	160x600	135,000	22,500	\$20	\$450
Obituaries Index and Notices + Extender (ROS) ad	10	160x600	300,000	30,000	\$20	\$600

\* No annual dollar volume run of paper contract.

\*\* Requires additional production charge if using Impact Engine templates. Changes in template (or video file) during ad schedule will incur additional charges.

\*\*\* Total impressions made available for ad sales. Does not reflect total impressions for section or position

**Contact your advertising representative or call 360.735.4497**

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**IT PAYS TO ADVERTISE IN THE COLUMBIAN.**