

2011 Leelanaunews.com RATES

The Leelanau Enterprise is offering a new and easier-to-use rate schedule for display and banner ads on its very popular website, which has become the online source for information about Leelanau County.

All clients who have active advertising contracts with the Leelanau Enterprise will receive 50% off the rates below.

The new rate schedule, effective April 1, 2011, provides for display advertising rates starting as low as \$35 per month. Text ads with hyperlinks directly to your website are as low as \$15 per month for contract holders.

Ads purchased on the Website will be viewed not only on the home page, but throughout the navigation process that leads to years of stories published online and in the Leelanau Enterprise.

Size	Placement/# of Slots*	12 Month	50%	6 Month	50%	Open Rate	50%
728x90	Top Banner / 3	\$145.00	\$72.50	\$165.00	\$82.50	\$188.00	\$94.00
240x90	Top Mini Banner / 3	\$90.00	\$45.00	\$105.00	\$52.50	\$117.00	\$58.50
300x250	Upper Right Box 01 / 3	\$85.00	\$42.50	\$98.00	\$49.00	\$110.00	\$55.00
300x250	Upper Right Box 02 / 3	\$80.00	\$40.00	\$92.00	\$46.00	\$105.00	\$52.50
300x125	Horizontal Box 01 / 3	\$70.00	\$35.00	\$80.00	\$40.00	\$91.00	\$45.50
145x240	Left Vertical Box / 3	\$75.00	\$37.50	\$86.00	\$43.00	\$98.00	\$49.00
145x240	Right Vertical Box / 3	\$75.00	\$37.50	\$86.00	\$43.00	\$98.00	\$49.00
300x125	Horizontal Box 02 / 3	\$70.00	\$35.00	\$80.00	\$40.00	\$91.00	\$45.50
	Text Ad with Hyperlink / 5	\$30.00	\$15.00	\$34.00	\$17.00	\$38.00	\$19.00

* Display ads rotate in three slots. Exclusive rights to each display ad slot are available by purchasing all three slots. Five slots are available for text ads with hyperlinks.

Ad Specifications & Additional Information

- We encourage online advertisers to change their messages monthly, as many readers head to our website on a daily basis to keep up with our every changing content. Please work with your advertising representative to establish a rotating schedule.
- There is no charge for us to design your first web advertisement, and no charge at any time to place advertisements published in the newspaper on advertising slots at Leelanaunews.com. The charge to design most web ads is \$35.
- There is a \$100 charge to install Flash ads. Flash ad design is available with price varying by complexity.
- Monthly ad changes are free. A \$30 fee is charged for additional changes during the monthly billing period.
- Clients will receive monthly statistical reports showing the number of website views and click-throughs.
- Advertisers must commit to a minimum of one month of use. Contract discounts available while Leelanau Enterprise contracts are valid and timely payments are being made.