

# online advertising

Rate Card | Rev. 6.20.11

Read.  
Advertise. **Grow.**



With **naplesnews.com**

## Appeal to New Audiences

If you're looking for a medium that reaches an audience comprised of Southwest Florida's most desirable age and income demographics, and one that's growing every single day, then naplesnews.com is a no-brainer.

More and more, people are turning to us for our relevant, dynamic content and they are staying longer and longer. This means your message gets more exposure.

naplesnews.com gets 1 million unique monthly visitors with more than 7 million page views a month.

## Rates cpm (cost per thousand)

SIZE	Section Front	Section Targeting	Run of Site
Big Box	\$27	\$24	\$20
Classified	\$24	N/A	N/A
Leaderboard	\$24	\$22	\$18
Video	\$27	\$23	\$22
Post-It	\$23	N/A	N/A
Expanding Billboard	\$27	N/A	N/A

All rates are non-commissionable, net rates and do not include any production fee.

### Big Box

Its sheer size and placement make it unavoidable to the reader. Ideal for special offers, time-sensitive messages or general awareness.

Size: 300x250 pixels

### Leaderboard

The premium, top-of-page position of the leaderboard makes it a powerful tool for brand awareness and driving sales.

Size: 728 x 90 pixels

### Video

Your video message merged with the size of the big box ad with the eye-catching nature of Web video.

Size: 300x250

### Post-It

This format "floats" over the top of other page content practically forcing the viewer to acknowledge the message.

Size: 260x 260 pixels

*special sizes and shapes available*

### Expanding Billboard

These are placed at the top of the page. When a user clicks on the pencil-sized ad, the ad expands and slides the page content downward.

Size: 950x30, expands to 950x300 pixels

For more information, contact your  
naplesnews.com representative today.  
239.263.4730



SCRIPPS

# Naples Daily News

naplesnews.com

Read. Learn. Share.

# online advertising

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Examples of advertising available on our websites.



▲ **Leaderboard** 728x90 pixels



▲ **Big Box**  
300x250 pixels

**Floating Post It**

260x260 pixels  
Special sizes & shapes available



**Expanding Billboard**

from this ↓ to this ↓



Billboard: Static 950x30 expands to 950 x 300 pixels

**Video Ad**

300x250 pixels



Online Ad Specs

## Flash Ads

leaderboard and big box  
max file size: 40k

- Frame rate may not exceed 24 frames per second due to performance considerations.
- Animation cannot exceed 15 seconds and may not loop.
- Animation may contain a "replay" button.
- Ad must have a thin dark border [a 1px black border is preferred].
- All Flash ads must be accompanied by an alternate image [.gif or .jpg] of the same dimensions [max image file size is 30k]. This image is needed for viewers who do not have flash-viewing capability.
- All standard flash files will need to be hosted by us for security reasons.
- A transparent button the size of the stage must be placed on the top layer and have the clickTAG expression (see below) in place of embedded URLs.

▶ The following actionscript should be on the button:

```
on (release) {  
  if (clickTAG.substr(0,5) == ""http:") {  
    getURL(clickTAG, ""_blank");  
  }  
}
```

All click thru URLs will be added externally. This new actionscript is now standardized and will work with DC as well.

## Static Ads

leaderboard and big box  
max file size: 30k

- Acceptable file formats are .jpeg and .gif.
- Ad must have a thin dark border [a 1px black border is preferred].

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