

434.295.8700 ■ Fax: 434.295.8097 ■ 100 2nd St. NW ■ Charlottesville, VA 22902 ■ WWW.READTHEHOOK.COM

20,000

Make ~~some~~ good impressions!

Now your business can advertise on Charlottesville's home page, the award-winning website of the Hook newspaper!



TOP
MIDDLE
BOTTOM

These are flat rates for total weekly impressions (20,000 guaranteed). We do charge a one-time \$45 fee to create a web ad for you.

Run-of-site Advertising

Very few papers offer run-of-site coverage, and those that do charge as much as \$400 per week. At the Hook's site, the price is much less, and your ad is not confined to one or two specialty pages; it is everywhere on our site including, but not limited to:

- The front page aka "Charlottesville's home page"
- The world-famous Hook Webcam
- TheHook.net, newsblog
- Each week's Hook stories
- the Foodfinder
- our popular classified listings
- all Discover Charlottesville pages
our online guide to life in Charlottesville including real estate, schools, newcomer info, dogs, etc.

Weekly statistical snapshot

Visits: 20,153

Page views: 108,409

Hits: 417,389

—August 2006 via AWstats package

WEBAD
120 pixels wide
x
240 pixels high

\$100/week
top spot

\$75/week
middle spot

\$50/week
third spot

VERTICAL BANNER AD

AD SPECS

- **Weekly timetable:** ads run Thursday thru Wednesday (to match our publication cycle)
- **Size:** all ads must be vertical banners 120 pixels wide x 240 pixels high
- **Acceptable graphic formats:** GIF/JPEG preferred; Flash allowed; sorry, no embedded javascript
- **Hyperlink:** To your web site page of your choice
- **File size (maximum bytes):** 30k for gifs and jpgs; 40K for flash
- **Animation:** maximum 3 frames cycling within 6 seconds total
- **Audio:** none allowed at this time
- **Vetting:** No annoying bursts of color/imagery allowed, and all ads must be approved by the publisher and webmaster.
- **Deadline:** 10 days before Thursday commencement of campaign