

Make a lasting impression.

## Hit Your Target Market with Web Ads!

Now offering web ads and web sponsorships on specific content pages to guarantee you reach your target market!

**google analytics** (Jan-Dec 2011)

- 75,000+ impressions per week
- 70,000+ unique visitors per month

## ad sizes

**BANNER SIZE:** 728 pixels wide x 90 pixels tall

**PILLOW SIZE:** 300 pixels wide x 250 pixels tall

Up to 3 rotations per position

## ad prices

**HOME PAGE:**

- Banner \$250/week
- Pillow 1 \$150/week
- Pillow 2 \$125/week
- Pillow 3 \$100/week
- Pillow 4 \$75/week
- Pillow 5 \$50/week

**INTERIOR BANNERS:** news, food, music, kids, books, art, discover charlottesville, classifieds, etc. \$125/week per banner

**INTERIOR PILLOW:** ads run on ALL the interior pages

- Pillow 1 \$125/week
- Pillow 2 \$100/week
- Pillow 3 \$75/week
- Pillow 4 \$50/week

\*CPM Rates are also available for all positions.

**ad specs**

**Formatting**  
Ads must be submitted as gifs, jpgs, or flash with a maximum size of 40K. Sorry, no embedded javascript, audio, or strobe animation.

**Deadline**  
7 days before commencement of web ad.

