

2012 WWW.READTHEHOOK.COM

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.

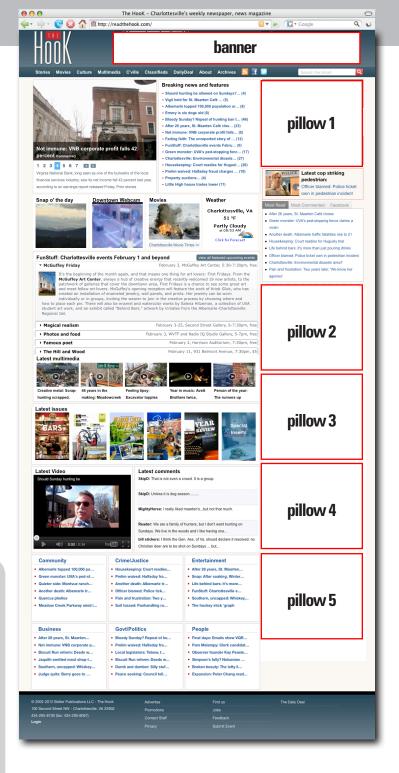
ad specs

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.



The HOOK | 100 2nd Street NW, Charlottesville VA 22902 | WWW.READTHEHOOK.COM To advertise call our Advertising Director, Anna Harrison, at (434) 295-8700 x 227 or email Anna@readthehook.com