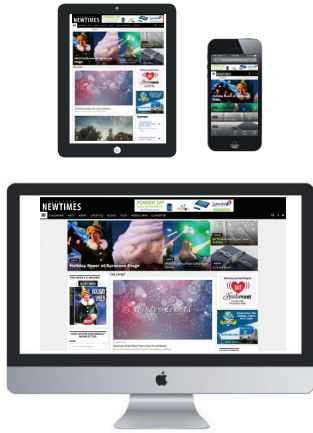


DIGITAL AD RATES



Placement	Type of Ad	Dimensions (pixels)	Rate
Home Page Only	Leaderboard	728 x 90	\$150
	Content Banner	800 x 245	\$150
	Sidebar Single	300 x 250	\$65
	Sidebar Half Page	300 x 600	\$120
Home Page & Entire Site (Best Results)	Leaderboard	728 x 90	\$245
	Sidebar Single	300 x 250	\$125
	Sidebar Half Page	300 x 600	\$190
Newsletter	Leaderboard	728 x 90	\$125
	Content Banner	800 x 245	\$125
Classifieds	Leaderboard	728 x 90	\$50
	Content Banner	800 x 245	\$50

SYRACUSENEWTIMES.COM STATS

Impressions Per Week:

- Average page views: 25,000+
- Average unique page views: 20,000+
- Average home page views: 2,000+
- Average unique home page views: 1,500+
- Average classified listings views: 150+
- Average unique classified listings views: 100+

Impressions Per Month:

- Average page views: 85,000+
- Average unique page views: 75,000+
- Average home page views: 10,000+
- Average unique home page views: 7,000+
- Average classified listings views: 450+
- Average unique classified listings views: 350+

NEWSLETTER STATS

General Newsletter:

- Sent to 25,000+ email addresses every Wednesday
- Average opens per week: 4,500+
- Average unique opens per week: 3,500+

Inside/Out Newsletter:

- Sent to 900+ email addresses every Thursday
- Average opens per week: 450+
- Average unique opens per week: 250+

LEADERBOARD

CONTENT BANNER

SIDEBAR SINGLE

SIDEBAR HALF PAGE

*Desktop and mobile.
All positions based on availability.