

DIGITAL DISPLAY RATE CARD

EFFECTIVE AUGUST 1, 2016



VALLEY NEWS

WWW.VNEWS.COM

1 LEADERBOARD:

(728x90 PIXELS)

ROS

\$140 PER 10,000 IMPRESSIONS

(\$14 CPM)

2 RECTANGLE:

(300x250 PIXELS)

ROS

\$140 PER 10,000 IMPRESSIONS

(\$14 CPM)

3 HALF PAGE:

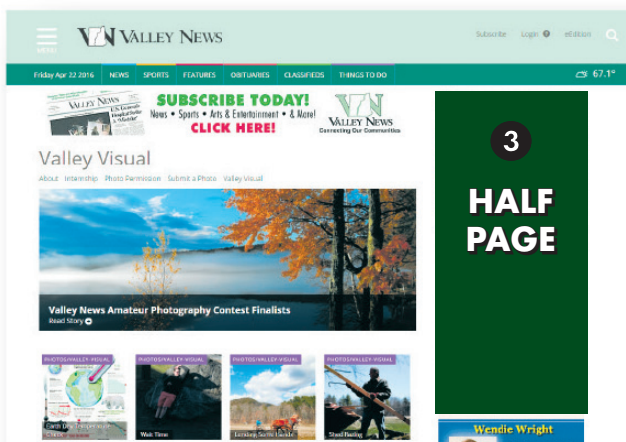
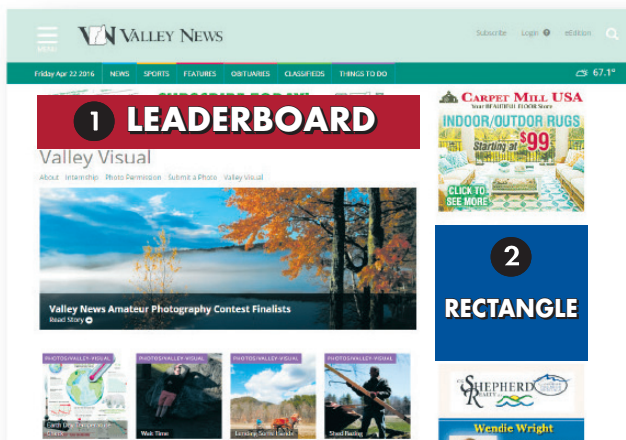
(300x600 PIXELS)

ROS

\$140 PER 10,000 IMPRESSIONS

(\$14 CPM)

*10,000 IMPRESSION MINIMUM



QUICK STATS:

- AVERAGE MONTHLY USERS: 174,779
- AVERAGE MONTHLY PAGEVIEWS: 1,071,388

Reflects 6-month-rolling averages, updated June 2016

DIGITAL CAMPAIGN TERMS

ROS (RUN OF SITE): The ad runs throughout the web site on all available pages.

USERS: The number of unique visitors to a web site in a given period; reflects the total audience reach.

PAGEVIEWS: The number of pages on a web site seen by readers in a given period.

IMPRESSIONS: The number of times an individual ad is shown to readers in a given period.

**CONTACT THE VALLEY NEWS ADVERTISING DEPARTMENT
AT 603-298-6082 OR ADVERTISING@VNEWS.COM**