DIGITAL DISPLAY RATE CARD

Effective August 1, 2016

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.

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