

Online Advertising Rates

Standard Advertising Positions & Rates

Applies to BellinghamHerald.com or Yahoo! Geo-Targeted to your area of choice

Unit	Size	Rate	Size Limitations
Standard			
Leaderboard	728x90	\$8 cpm	40k
Medium Rectangle	300x250	\$10 cpm	40k
Skyscraper	160x600 Homefinder only	\$10 cpm	40k
Half Rectangle	300x100	\$7 cpm	40k
High-Impact			
Peelback	125x100/800x550	\$18	15k/60k
Sliding Billboard	960x30/ 960x470	\$20	20k/60k
Floorboard	960x110/ 30	\$20	60k/15k
Wallpaper	1300x900/ 300x250	\$30	75k/40k
Interstitial	960x600	\$18	90k
Mobile *			
	320x53 iPhone/Android	\$15	40k
	300x50 Blackberry		40k
	216x36 Other		40k

All standard advertising units include a landing page at no cost, with a minimum \$200 buy. Animation within ad units may run for max 15 seconds without being re-initiated by the user. Ads may loop an unlimited number of times within that 15 seconds. Applies to all ads, flash, rich media or .gif. * Mobile available on BellinghamHerald.com & Yahoo! Seattle DMA only.

Surcharges & Discounts

Targeting

Home Page	\$3
Section Targeting	\$2
Demographic	\$3
Day Parting	\$3
Behavioral Targeting*	\$8
Content Targeting*	\$8
Geo-Targeting	\$3
Frequency Capping	\$2
Additional Layer of Targeting	\$3

*Yahoo! only

Creative Upgrades

Flash Animation	\$2
Rich Media/Video	\$5
Expandables	\$3

Discounts

With concurrent Print Campaign	\$-1
13-week commitment	\$-1
26-week commitment	\$-2
52-week commitment	\$-3

Floor rates apply

Exclusive Advertising

Limited to one advertiser per day.

	Sliding Billboard Animations 1x per U.V. per day	Floorboard
Home Page	\$400/day	\$400/day
News Section	\$300/day	\$300/day
Sports Section	\$125/day	\$125/day
Business Section	\$125/day	\$125/day
Entertainment Section	\$125/day	\$125/day

Online Statistics

Average monthly unique visitors:	569,334
Average monthly page views:	5,045,295
Average time spent per visit:	8 minutes, 5 pgs viewed
Online readers:	65% local (Seattle DMA)

Section Sponsorships

Includes text ad on section front and 300x250 ad on the corresponding email newsletter. Limit 21 characters, including spaces.

News	Daily Newsletter	\$450/month
Sports	Weekly Newsletter	\$250/month
Business	Weekly Newsletter	\$250/month
Entertainment	Weekly Newsletter	\$250/month
Weather	no newsletter	\$200/month

Digital TOMA

\$250/Month

40,000 Run of Site leaderboard impressions on BellinghamHerald.com, plus 10,000 mobile ad impressions, served to local unique visitors only for **Top Of Mind Awareness**.