

Interactive Digital Display Rates

HOME PAGE

| | | |
|--------|----------------------------|--------------------------------------|
| Top | 300x250 (Medium Rectangle) | \$400/mo with print/digital contract |
| Middle | 300x250 (Medium Rectangle) | \$325/mo with print/digital contract |
| | 300x100 (Rectangle) | \$225/mo with print/digital contract |
| Bottom | 300x250 (Medium Rectangle) | \$200/mo with print/digital contract |

PRIMARY CHANNEL PAGES *(Pacific Sun: run of site, positions alternate)*

MUSIC, ARTS & CULTURE | FOOD & DRINK | NEWS & FEATURES | COLUMNS & BLOGS | CITY SOUND INERTIA

| | | |
|--------|----------------------------|--------------------------------------|
| Top | 300x250 (Medium Rectangle) | \$325/mo with print/digital contract |
| Middle | 300x250 (Medium Rectangle) | \$275/mo with print/digital contract |
| | 300x100 (Rectangle) | \$200/mo with print/digital contract |
| Bottom | 300x250 (Medium Rectangle) | \$125/mo with print/digital contract |

DEALS & GIVEAWAYS *(Bohemian only)*

| | |
|----------------------------|--------------------------------------|
| 300x250 (Medium Rectangle) | \$200/mo with print/digital contract |
| 300x100 (Rectangle) | \$100/mo with print/digital contract |

Client provides 3 jpegs:

magnum 570px w x 285px h | teaser 160px w x 137px h | logo max 160px w x 160px h

LEAD GENERATION | DATA COLLECTION | "FEATURED GIVEAWAY"

\$100 Track results and measure success

WEEKLY E-NEWSLETTER Bohemian 13,800 subscribers | Pacific Sun 11,566 subscribers

300x250 (Medium Rectangle) \$150 per ad position

SPECS: Image Size = 300x250 pixels, 72 dpi, jpg or gif

CUSTOM E-ANNOUNCEMENT 28,000 subscribers | Sonoma, Marin, Napa

SPECS: 1 Column Image Size = 630 pixels width (1000 pixels max height), 72 dpi, jpg or gif + text

2 Columns Image Size = 300 pixels width, 72 dpi, jpgs or gifs + text \$400

MOBILE *(Bohemian only)*

\$100 per month, 300x50, 10,000 impressions, rotate run of site

SOCIAL MEDIA Bohemian 10k followers | Pacific Sun 2500 followerssponsored event post: \$125; combo promo \$200; **f** 80 words, link & image; **t** 25 words, link & image

image size: png @ 92 dpi, 1000 x 1200 pxls Bohemian twitter 6916 | PacSun twitter 3554

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